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The National Soda Fountain Guide

By
WILLIAM S. ADKINS

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Of the World are the

Greatest Moments of a Girl's Life.

BY HARRISON FISHER.

This remarkable Success and many SIMILAR NEW ONES by foremost American Artists reproduced in colors. All shown in Free Booklet "M."

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The National Soda Fountain Guide

BY

William S. Adkins

National Druggist
ST. LOUIS, MO.

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Sells and Re-sells All Year 'Round

Armour's
GRAPE JUICE

THE FAMILY DRINK.

Bottled where the Best Grapes Grow

There is **SATISFACTION** as well as **PROFIT** in handling Armour's Grape Juice.
Its purity, freshness and fine flavor are positive qualities.
It is the drink of health and pleasure.
Pressed and bottled in the model Armour factories at Westfield, N. Y., and Mattawan, Michigan.
We furnish our dealers with the finest line of selling helps in the form of Window Displays, Store Signs, Display Racks, Cutouts and Store Decorations.
We advertise regularly in leading publications of wide circulation.
Serve Armour's at your fountain. Sell it by the bottle and case.

Write for Particulars

ARMOUR AND COMPANY CHICAGO

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SPARKLING

VIN-FIZ

REGISTERED TRADE MARK

VIN-FIZ deserves its high place at the top of the list of popular drinks. It has a snap and fine flavor that is distinctive. It is delicious and delightfully refreshing. A trade winner and profit earner for the dealer. Backed by attractive advertising.

Get our Vin-Fiz Window Display and our line of advertising material.
Your store will be the talk of the town. :: :: WRITE TODAY.

VIN-FIZ CO., 43d Street and Center Ave., CHICAGO

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Numerous Formulas are given under all headings in Parts I and III. Under Part I full directions are given under the various headings outlined. Each head contains various sub-heads under which are given data or formulas, as the case may be.

Lippincott Apparatus installed by the Markell Weston Drug Co., of Chelsea, Mass.

BE SURE when you buy a Soda Fountain

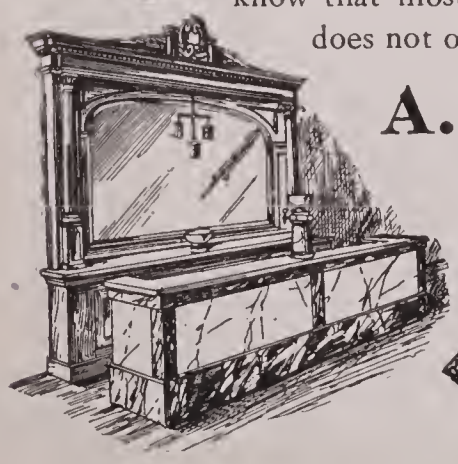
to make the proper **discrimination** between **quality** and price. Many of the successful dispensers buy Lippincott apparatus not on a price basis, but because a Lippincott embodies in its construction all that the word **quality** signifies. These buyers distinguish between price and **worth** keeping the **quality** sign before the dollar mark.

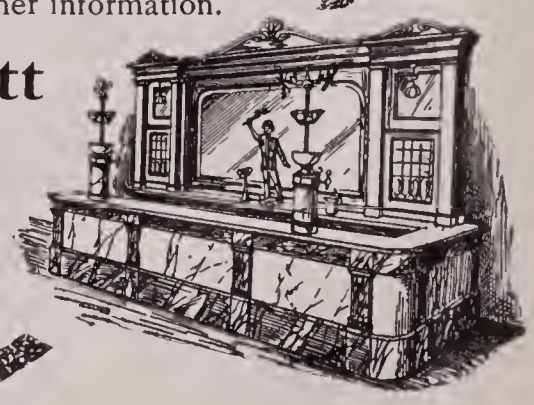
¶ Demand and get a soda fountain that will give complete satisfaction, that is **All-Stone Construction,** that contains the new and perfect "one-piece air-tight" insulation, that has the coarse and fine stream draught with positive stop, that dispenses quickly and economically, that saves ice, an apparatus that is a pleasure to operate, also to behold. When you receive all this you have a

LIPPINCOTT

¶ You save your time and money by coming direct to us when you need a soda fountain. You will be treated with absolute fairness and with consideration, and you can have the satisfaction of knowing that we will try to satisfy your needs—not merely to take away your money.

¶ We have a large variety of sizes and models of soda fountains that are made up in stock ready for prompt shipment. The six, eight and ten feet "Set Up All-Stone Construction" Fountains are a big success as are the Union and Iceless "Stock" models in eight, ten and twelve feet lengths. We also have on the floors of our showrooms a large number of more elaborate apparatus that are also ready for prompt shipment. If you want a fountain built to your own particular needs we can also satisfy you. Perhaps you know that most of the big fountains are built by us. It costs you nothing and does not obligate you to write us for catalogues and other information.





A. H. & F. H. Lippincott

INCORPORATED

Formerly Chas. Lippincott & Co., Established 1832

Manufacturers Soda Water Apparatus, Carbonators, Ice Shavers, Sundries

Philadelphia—New York

THE SODA FOUNTAIN

ITS CARE AND MANAGEMENT

How to Make it Pay—Advice as to Buying a Fountain, and to Care for it Afterwards—Useful Tables—Formulas for Extracts, Syrups, Sundaes, Sherbets, Etc.—How to Make and Serve Popular Drinks.

INTRODUCTION

HISTORICAL AND RETROSPECTIVE

TO THE student of social progress there is no more astonishing epoch in the world's annals than that era of scientific, technical and industrial development which began shortly after the close of the American civil war and has continued up to the present day. There is not a calling that has not been affected during that period, in some degree, by the scientific spirit and by the application of scientific principles; and in some industries the progress has been almost revolutionary. It is to be expected that the soda fountain industry, in all its branches, from the manufacture of fountains and their accessories to the dispensing of drinks in the splendid retail establishments of today, should have partaken in this wonderful development.

The generation which is growing up around us, accustomed to the ornate fountains and the delicious combination of drinks dispensed therefrom, take these things as a matter of course, and do not, as a rule, ever pause to consider from what humble origin they have sprung. It will, therefore, be instructive as well as interesting to survey, in brief compass, the beginnings of the soda fountain business and trace it through its different periods of growth up to the present time.

The *sine qua non* of the business is carbon dioxide, or, as it is called by the laity, carbonic acid gas. It is the property possessed by this gas of being soluble in water in comparatively large proportions, especially under pressure and in the cold, and of imparting to water thus impregnated a pleasant and refreshing taste, that makes it so desirable an addition to beverages flavored with syrup, the juices of fruits and other substances grateful to the human palate. It is not too much to say that were there no carbonic acid gas there would be no soda fountains.

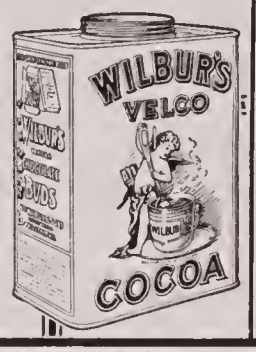
WILBUR'S

"Velco" Cocoa

has that rich, satisfying chocolate flavor that brings your customers back for more. Its strength and absolute purity make it the most economical and satisfactory cocoa for syrups, hot chocolate and

For All Fountain Purposes

In 5-lb. fancy canisters at 45c per pound
A trial will convince you—sample gratis



H. O. WILBUR & SONS, Inc.
Philadelphia

WILBUR
Philadelphia

WHEN YOU BUY

Naboth
TRADE MARK

GRAPE JUICE

You get the VERY BEST—made from luscious, full ripe, selected clusters of Concord grapes—fresh from our Chautauqua, New York, vineyards daily in pressing time—Every process sanitary and up-to-date—Latest mechanical vacuum syphon system—Pasteurized in aluminum metal only—Fresh from the cluster to the bottle.

NABOTH GRAPE JUICE

has that deep purple color—heavy body—rich, natural grapey flavor—sure to please your customer.

Write us direct for proposition and discounts, or to our nearest distributor—

Houston Drug Co., Houston, Texas; Williamson-Halsell-Frasier Co., Oklahoma City; Campbell & West, Omaha; Scudder-Gale Grocer Co., St. Louis; J. L. Price Brokerage Co., St. Joseph; Wherrett-Mize Drug Co., Atchison; Symns Grocery Co., Atchison; H. F. Strickling Brokerage Co., Denver, Colo.; Southwestern Drug Co., Wichita; Ernest W. Carlberg, Kansas City.

The Naboth Vineyards, Brocton, New York

The discovery of carbon dioxide is by some authors attributed to Paracelsus, about the year 1520, but the proofs which they adduce in support of their contention are not conclusive. Van Helmont, the great Belgian chemist of the seventeenth century, recognized it as one of the products of the combustion of wood, and he conducted a number of experiments with it. Bergman, a Swedish chemist, in 1770 generated the gas from chalk by means of sulphuric acid and constructed an apparatus for generating it. At about the same time Black recognized it as a constant constituent of the air, and in 1776 Lavoisier discovered its composition. But it is with the name of the greast Priestley that carbon dioxide is most intimately associated. Priestley at one time lived in the English town, Leeds, next door to a brewery, and his attention was drawn to the large quantities of carbon dioxide, or "fixed air" as it was then called, which was generated in the process of malting; he conducted a wonderful series of experiments on the gas in the course of which he observed that it communicated "a pleasant acidulous taste" to water, so that he was able in a few minutes to make a "glass of exceedingly pleasant sparkling water, which could hardly be distinguished from very good Pyrmont or rather Seltzer water." He further observed that "the pressure of the atmosphere assists very considerably in keeping fixed air confined in water. * * * I do not doubt therefore, but that, by the help of a condensing engine, water might be much more highly impregnated with the virtues of the Pyrmont spring; and it would not be difficult to contrive a method of doing it."

It is quite appropriate that Priestley should have come to America to live, when driven from England by religious persecution, for, while the delightful beverage which he invented had its birth in an English laboratory, it made its *debut* as a popular beverage in the United States of America, and so closely has the use of soda water been confined to the people of this country that it may be well called our national drink.

The experiments of Priestley and other European scientists had no direct commercial results. The scene now shifts to this country. About 1808, Townsend Speakman, a Philadelphia druggist, made some improvements on Priestley's method, and manufactured carbonic acid gas from sulphuric acid and sodium bicarbonate. Speakman contrived a suitable apparatus and it may be that in this apparatus the first carbonated water ever produced in America was made. In 1810, a patent was granted to Simmons & Rundell, of Charleston, S. C., for charging water with carbonic acid gas.

The business began to grow. John Hart, an apprentice of Speakman, manufactured and sold carbonated beverages in Philadelphia during these early

ZIPP'S Big 4

FOUNTAIN FEATURES

ZIPP'S CHERRI-O.

Beautiful Pump loaned with 10 gallons of Zipp's Cherri-o.
Attractive 4-color counter cards free.
Greatest repeater made.
Big profit earner.

Zipp's Crushed Fruits.

Pure and wholesome.
Have richest, finest flavors made.
Sell quickly and make new customers.

Zipp's Fruit Syrups.

Free from any adulterant.
Have the taste of luscious ripe fruits.
Retain their flavors indefinitely.
Zipp's Products are of the highest quality and are the result of the combined skill and knowledge attained after 25 years' experience.

Guaranteed Under the Pure Food and Drugs Act.

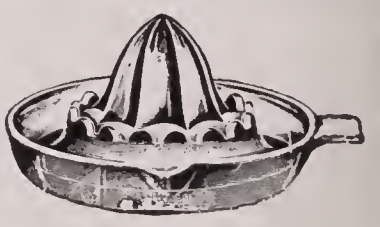
The Zipp Manufacturing Co.,
747-751 Woodland Ave.,
Cleveland, - - - - - Ohio.

ZIPP'S ROOT BEER.

Handsome dispensing jar loaned with 12 gallons of Zipp's Root Beer. Most invigorating tonic ever scientifically blended.
Has many imitators—none as good.

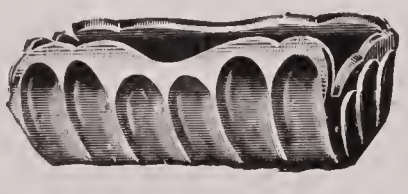
To Users of Soda Fountain Glassware

We call your attention to our large and complete line of glassware for Soda Fountain use, including staples in this line such as Soda Tumblers, Sherbets, Ice Creams, Crushed Fruit Bowls, Straw Jars, etc., and will be pleased to send you our complete catalog and price list of such ware, in which you will find many special items and novelties in addition to the staples above mentioned.



No. 2. Lemon Juice Extractor With Seed Retainer

No. 3977. Saucer-Footed Sherbet, Optic 6½ oz. Also made Plain. Also made Flat Foot. Packs 14 dozen to bbl.



No. 20. Colonial Sanitary Straw-Holder, Packs 2½ dozon to barrel.

No. 20. Sanitary Crushed Fruit Bowl. Packs 1¼ dozen to barrel.

Our large capacity makes it possible for us to give your orders immediate attention and prompt shipments can be made at any season

McKEE GLASS CO., - - Jeannette, Pa.

(MANUFACTURERS OF "PRESCUT" GLASS)

years. In 1832, John Matthews began the manufacture of soda water and soda water apparatus in New York. Matthews perfected generators of cast-iron lined with lead, in which he produced carbonic acid from marble dust and sulphuric acid, purifying the gas by passing it through water in a chamber, whence it was conducted into containers of cast-iron lined with tin. Arrived in these containers, the gas was combined with water by agitation. The Matthews dispensing apparatus was simply a draft tube projecting above the counter, beneath which was an iron portable fountain encased in ice. Later, portable tank and draft tube were connected by means of a small coil of pipe placed in a crude ice-box.

Syrups and dispensing glasses were kept on the counter, uncovered or covered with netting to exclude the flies, no attempt being made at refrigeration of either. The number of syrups was limited, the smaller establishments confining themselves to four or five—lemon, vanilla, raspberry, strawberry and ginger. The larger establishments carried perhaps twice as many; a fountain owner who dispensed a dozen was regarded as having a "swell" trade.

In this primitive outfit the soda fountain had its beginning. The syrup bottles were afterward mounted in a sort of caster; later still, they were inverted, mounted in rings on a marble slab, and stopped from within by means of a valve on the end of a rod which projected through a hole in the top of the inverted bottle. The Matthews form of generator, with improvements, has been used continuously since its invention, and manufacturers of carbonic acid have also very generally adhered to the use of marble dust and sulphuric acid in the production of their gas. In the old days, druggists were forced to manufacture their own gas, but now they find it more convenient to buy this product in portable tubes.

The first marble soda fountain is said to have been patented about 1854. It was a counter apparatus, little more than a marble box, but was considered a wonderful affair. The soda business did not get its first real boom until the '70's. It is said that, in 1874, Robert M. Green, at the semi-centennial celebration of the Franklin Institute, Philadelphia, first made soda water into the popular food-drink by addition of ice cream, to which he gave the name of "Ice Cream Soda." At the close of the Celebration, he was doing a business of $200 a day.

Coolers, couplings, stopcocks, draft tubes, faucets, and numerous other devices followed one another in rapid succession. In the draft tube alone, soda fountain experiments have found a fertile field. Scores of draft tubes have been patented, some of which were fearfully and wonderfully made. The craze for complicated devices eventually died out, and for the past thirty years the

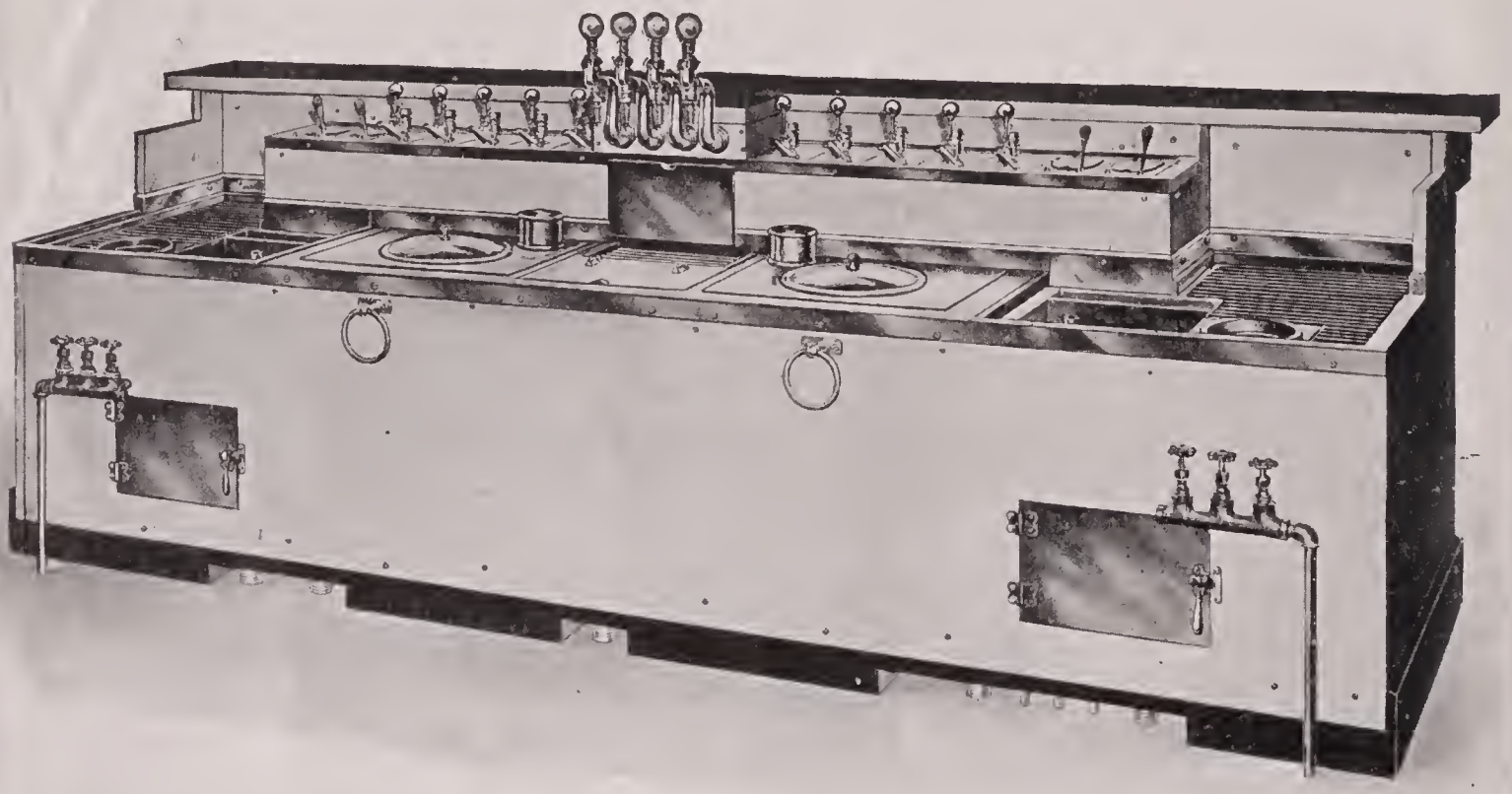
Save 25% of Your Ice Bill. Save 50% in Cost of Plumbing

BY PURCHASING A

PUFFER SEALED FOUNTAIN

(PATENT APPLIED FOR)

ALL STONE, METAL AND CORK CONSTRUCTION



THE ABOVE ILLUSTRATES A 10-FOOT **SEALED FOUNTAIN, Ready to Ship**

The SEALED FOUNTAIN closes tight, all four walls and bottom, keeps out warm air from the interior while retaining the cold air within. A VERITABLE ICE SAVER. The **Sealed Fountain** makes sanitary conditions, as no dirt or insects can effect an entrance. The plumbing inside is done at our works; all connections for waters and wastes are outside.

SHIPPED ASSEMBLED AND READY FOR USE

Seven different sizes of Carbonators, from twelve to three hundred gallons per hour, all automatic and producing highly carbonated water.

Puffer's Sealed Fountain and Faithful Carbonator

THE BEST AND MOST ECONOMICAL TO OPERATE

THE PUFFER MANUFACTURING COMPANY
BOSTON, MASS.

Please send catalogue

SEALED FOUNTAINS.....

CARBONATORS.....

Name.....

Town.....

State.....

THE

Puffer Manufacturing Co.

44-48 Portland Street BOSTON, MASS.

FACTORY: WINCHESTER, MASS.

BRANCH: ATLANTA, GA.

Pacific Coast Sales Agency
G. J. BECHT CO.
18 Geary St., San Francisco, Cal.

tendency has been towards simplicity. The introduction of liquified carbonic acid gas gave a great impetus to the soda water business. About 1840, Faraday, the English physicist, first liquefied carbon dioxide. Again we are indebted to an Englishman for a discovery of great value to the soda water trade. In the very early days the small druggist had a generator of limited capacity, from which he charged portable tanks. The larger dealers used more capacious machines, which were usually attached to stationary fountains. The system was cumbersome and also demanded a considerable outlay of money. The introduction of liquid gas changed all this. It saved the expense of a generating outfit, and was much more convenient to use. These points brought it into rapid favor and it is now very generally employed.

In the soda fountain industry, competition has always been keen. Every decade has sent manufacturers into the field. Some houses have risen, flourished, and still exist; others have fallen or become merged with larger concerns. Nearly all have done the business some good. Two or three of the pioneer names still remain before the public; most of them, however, are gone. The names of Gee, Morse, Dows, Bigelow, once prominent in the soda fountain industry, are almost forgotten now.

The soda water business is not an old business. The grocery business began when the first cave man gathered more wild berries than he could conveniently consume, and so swapped the surplus for shells. We do not know when the first hut was contracted for, but carpenters have been doing business ever since. The first butcher subdivided a wild steer and traded steaks for the currency then in vogue, and the cost of living probably was not very high. Printing is at least 400 years old, and if we accept the claims of the Chinese, it dates back more than 3000 years. The soda water business only covers a span of about 100 years, and is a mere infant in years as compared with most industries.

It is a sturdy infant, however. Most of its progress has been made under our own eyes. The business had its beginning in this country and it has developed within our boundaries with but little outside help. And when we look back and remember that the first marble apparatus was made in 1854; when we remember that there are citizens in every community who recollect the day the first soda fountain "came to town;" when we recall that small white marble box and contrast it with the splendid apparatus of lustrous onyx and glittering silver that adorns the modern store we can but feel that this native industry stands today as a magnificent monument to American progressiveness and pluck.

THE VICTORIA BRAND

OF

PURE CRUSHED FRUITS

AND

CONCENTRATED JUICES

A standard line, unequalled in Purity and Excellence. The very Fresh Fruits themselves could not be more Prominent in flavor than our products.

Guaranteed to give entire satisfaction throughout as to their supreme quality, and will eventually increase your Fountain receipts.

Our prices are very reasonable, in fact, we might say, so reasonable, at the end of a year's time you will have saved quite an item in the purchasing of this line of products for your Fountain.

The following are a few of our numerous Fruits of which we make a specialty:

STRAWBERRY
RASPBERRY
GRAPE
PINEAPPLE
LEMON
ORANGE
CHERRY

WRITE FOR PRICES

VICTORIA FRUIT PRODUCTS CO.

547 Grand Street :: :: Brooklyn, N. Y.

The most astonishing feature in connection with the history of soda water is the education of the public in the matter of patronizing the fountain. In the early days the patronage was confined almost exclusively to women and children; when men frequented the stands it was in the company of ladies whom they invited to take a drink, or when they desired a "pick-me-up," one of the essential ingredients of which was brandy or whiskey, and euphoneously designated as a "stick," the desire for which was expressed by a knowing wink to the soda clerk. But this has all changed; today everybody, men, women and children, natives and foreigners, patronize the fountain, and the "stick" has been relegated to the Limbo of forgotten things.

Another development of great moment has been the introduction of hot drinks at the soda fountain. Formerly the soda fountain department of every establishment remained idle during the autumn and winter months, not only earning nothing during this period, but becoming an expense on account of the time and labor required to keep it clean and in a presentable condition. It was about the year 1888, we believe, that a suggestion was made in the NATIONAL DRUGGIST to utilize the apparatus for serving hot drinks. This caught the eyes of an eastern manufacturer and resulted in the construction of an apparatus for serving hot soda, thus converting the department into a remunerative side line by making it available all the year around. People now found that a glass of cold soda or ice cream soda was as good a thing in winter as in summer, and thus the introduction of the hot-soda apparatus has served to increase the sale of cold drinks.

The soda-fountain has, therefore, become not only a great and lasting institution in itself, but it constitutes the most profitable side line which the druggist can carry. Many druggists are aware of this and they are developing the fountain department to the utmost; others are not making their fountains do the business they should; and, again, there are others who have no fountain but who, although knowing its capabilities, are reluctant about putting one in, because they are frightened at the multiplicity of details in the soda fountain trade. Now there is no question that the soda fountain business *is* a big business, and that nobody can plunge blindly into it and expect to make a success of it without giving it study and attention. But, fortunately, the details are easily mastered, for there are general principles underying the soda business just as there are general principles underlying the art of pharmacy; and, these principles once understood and acquired, their application is easy. We believe, therefore, that a work treating of the subject on broad lines and which shall at the same time embody information valuable to the successful operator and the

Perfection Coolers Lead

Style 15.

Because they are made under Patents that produce a Cooler second to none—a Cooler constructed on Sanitary principles which *keep the contents pure, cold, uncontaminated.*

The Perfection Cooler is invaluable as a dispenser and has been the means of making big money for druggists and retailers in soft drinks.

No other style of Cooler on the market embodies the perfections of the Perfection Cooler.

Style 7-B.

PLACE YOUR ORDERS NOW

if you desire deliveries when needed. Do not delay.

Our new, model, up-to-date factory manufactures all kinds of Coolers, especial attention being given to *new and individual models for special occasions.*

We offer the trade every variety of high-grade Coolers—for Cider, Orangeade, Lemonade, Grape Juice, Coca Cola, Spring Water, soft drinks, and other beverages.

Ask your Jobber for Prices and our New 1913 Catalog, or write us direct to Dept. A.

PERFECTION COOLER CO.

GENERAL OFFICES AND FACTORY, STOUGHTON, MASS.

Canadian Offices and Factory: 21 Alice St., Toronto, Canada

beginner alike will be welcomed by the entire trade; and it is for this reason that we offer our readers this, our practical guide and formulary for the soda fountain. We have divided it, for convenience of perusal and reference, into three parts. Part I is devoted to the business side of the fountain and offers a number of valuable suggestions, based largely upon actual experience. Many of the ideas advocated in this section are in use at the most successful fountains operated in different parts of the country. In parts II and III we give, in addition to many pertinent hints and suggestions, a large number of recipes and formulas. We have taken pains to avoid such formulas as only expert chemists could handle, such as contain rare or dangerous ingredients and such as are likely to bring the dispenser in conflict with the pure food laws.

The "Palace," Chattanooga, Tenn.

Attractive Equipment and Fixtures go far toward profitable business in Soda Fountain Trade

Attractive and Truly Artistic Effects are secured by use of "Wheeling Ceilings" and Sidewalls. The designs are arranged in strict accordance with Architectural styles, and enable the owner to finish his rooms or buildings according to his taste. Wheeling Metal Ceilings are Fire-proof, Dust-proof and Sanitary; Permanent, Very Reasonable in Cost and truly Economical. "Cleanliness is next to Godliness"—and Wheeling Ceilings help materially. Drawings and Estimates gladly submitted. No charge nor obligation. Folios of Designs and Installations mailed upon request. Write the nearest office.

WHEELING CORRUGATING COMPANY, WHEELING, W. VA.

BRANCH OFFICES AND STORES:

NEW YORK — CHICAGO — PHILADELPHIA
ST. LOUIS — KANSAS CITY — CHATTANOOGA

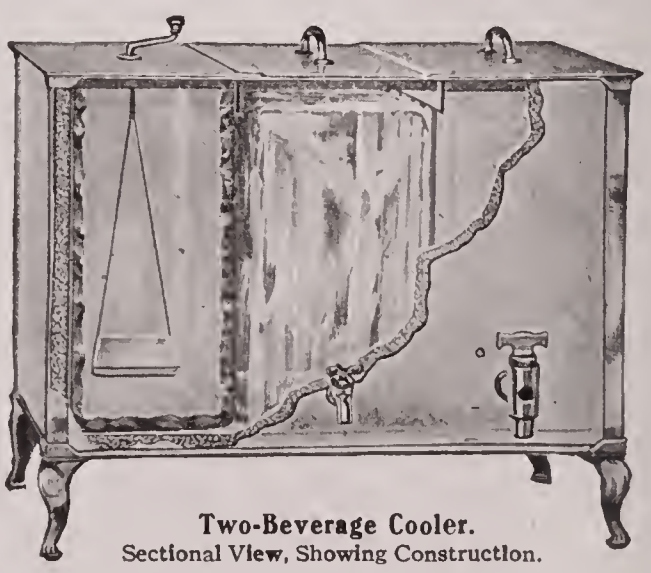
Also Sales Offices: DALLAS, DETROIT, LOS ANGELES, PORTLAND, SALT LAKE CITY, SAN FRANCISCO and SEATTLE

THE ALLEN SELL-MORE BEVERAGE COOLERS AND DISPENSERS

One-Beverage Cooler.

Expert Salesmen FOR BUTTERMILK, ICED TEA, GRAPE JUICE, MILK, Etc.

WATCH 'EM COAX SALES.



Two-Beverage Cooler.
Sectional View, Showing Construction.

Beautiful snow-white glass enamel panels with fired royal-blue letters insure a refreshing and pleasing appearance that will not wear off. Insulation quadruple with cork filling and enamel heat deflectors. Can be iced with one piece. Beverage compartments sanitary stoneware.

Sell-More Coolers soon pay for their cost. Your jobber can supply you. If not, give us his name. Jobbers should order season's requirements now.

Inquire about our new SELF-FILLER WATER COOLER.
Automatic Valve keeps it full.

THE ALLEN FILTER CO., - - - TOLEDO, OHIO.

Part I. The Business End.

How to Buy a Soda Fountain—Care of the Fountain—Fountain Decorations—Advertising the Fountain—Soda Menus—Food at the Soda Counter—Check Systems—What a Beginner Should Attempt—Suggestions to Large Dispensers—Naming a Drink—Supplies and Accessories—What the Soda Water Business Really Is—Uniformity in Soda Products—An All-the-Year Fountain—The Day's Work—The Fountain and the Various Holidays—The Fountain at Christmas—Points on Operating—How to Advertise.

IN BUYING a soda fountain there are many details to be considered. When you have decided upon the make of apparatus you want, get down to details. Remember the shortcomings of the old apparatus, and avoid them in the new. In the first place, don't buy too small an outfit. Many men make this mistake. A soda fountain ought to last you ten years, if you care to keep it in commission that long, and it will last you even longer if needs be. Remember that your town may double in population in ten years. Remember that your business may double in ten months. Remember that the soda business is a growing business. Don't buy too small. It is a good plan to arrange for at least two soda draft tubes. One soda draft tube may be enough for your ordinary days, but there may be extraordinary days, and then you will want two men to draw soda at the same time. One tube may get out of order, in which case you can draw soda with the other while you fix the tube that is acting badly.

Don't think because you live in a small town that a cheap fountain will be plenty good enough. Our big captains of industry are men who have always planned ahead. If you put in a cheap fountain, one of your competitors may wake up, and by going you a few hundred dollars better, install an apparatus that will throw yours completely into the shade. By putting in a cheap fountain, you give him an incentive to do this very thing. Take a long look ahead. Remember that your fountain will practically pay for itself. Therefore, don't pinch too much. Don't stand on a few hundred dollars if the salesman can show you that it can be invested to advantage. You will soon get the money back. You don't buy a soda fountain every day.

If you are located in a city, don't think because you are in a poor neighborhood that any old kind of a fountain will do. If you were doing business in an onyx neighborhood, you would have to put in an onyx fountain or fall behind the other druggists. You might spend several thousand dollars in such a neighborhood, install a superb soda fountain, and yet not excite any particular comment.

But if you put a handsome fountain in a poor neighborhood, a neighborhood where there are none but cheap fountains, you become the leading druggist then and there. You cause comment, and comment means advertising. An onyx fountain in a marble neighborhood offers a greater contrast than an onyx fountain in an onyx neighborhood. See the point? This experiment has been tried with good results.

Here are some important points in buying a fountain:

Get plenty of refrigerator space. It will help build business.

Get capacious ice cream cabinets. Ice cream is cutting a large figure in the soda water business today.

Plan out your work-board carefully. A good work-board is a great convenience.

Remember that simplicity of construction is always a good thing.

Don't tie up the agent with a lot of complicated conditions. When we get

down to rock-bottom, all fountains are shipped practically on approval, and no house is going to ship you something that you are not likely to accept.

However, if there are any special features of construction, better have them noted on the order blank. Don't leave too much to the salesman's memory.

Settle the details as to all slab plans, supply pipes, two-way cocks, and similar accessories while the agent is on the spot. This will save correspondence, and be more satisfactory both to you and to the house making the sale.

Don't expect to get a special apparatus constructed in a couple of weeks.

Don't unnecessarily pin the house down to a hurried shipment clause. Give them all the time they want. They are anxious to get the apparatus to you as soon as they properly can.

Bear in mind that the house wants to please you. A dissatisfied customer is something that the manufacturer will do anything within reason to avoid. If misunderstandings arise, you may be as much to blame as the agent. Be reasonable, and give the house a chance to make good.

Don't fail to take a copy of the order. This is fair to both sides.

Remember that people will buy soda water from you who may not be regular customers. From your fountain they acquire their impressions of your store. Therefore put in a fountain that will impress them favorably. Let the fountain be an advertisement for your store.

1. Care of the Fountain

A reasonable amount of care will prolong the life of a soda fountain, and an utter lack of care will curtail its life. Fountain manufacturers are very careful builders and strive hard to turn out dependable goods. If you neglect your fountain, it is not the manfacturer's fault. It is absolutely necessary that the fountain receive a reasonable amount of care. Do not allow clumsy workmen to tinker with your apparatus. All small parts, such as plugs and springs, should be ordered from the manufacturer who made the machine. The time to order repair work is in the fall, when fountain factories have time to attend to such work. All manufacturers will furnish washers. Keep a supply of these on hand; they are better than the average workman can make. When inserting washers, be careful not to twist the pipe. Boys often ruin supply pipe in this way.

Icing the Fountain.

The roughest usage always falls upon the ice box. Supervision should be exercised here. A leak in your coolers will give you more trouble than anything else. In icing your apparatus, first see that the ice is clean. Dirt and straws ought not to go into the ice box. If necessary, play the hose over the ice before it goes into the box. Lumps of ice about double the size of the fist give very good results. Some use very large lumps; others almost shave their ice. A middle course will yield results equal to any. Let no salt get into the ice box. Do not allow the ice to be thrown into the ice box. Here is where the damage is done. In spite of care, some trash will get into the ice box. Therefore, remove all ice and flush the box occasionally. Keep it clean. Ice boxes have been seen with an inch of pure dirt in the bottom. Just a little care will keep the ice box in good condition.

Marble Work.

The chief damage to marble work comes about through acid stains and grease-spots. Here an ounce of prevention is worth a dozen pounds of cure. All the marble work should be washed every morning, and the dispensing slab should be kept clean at all times. The best way to avoid spots and stains is to get them

off while they are fresh. If the soda boy is "on the job," you won't be bothered with spots or stains. Syrup should not be allowed to cake around the faucets. These should be cleaned every morning.

In removing grease and oil spots, the theory is that you can remove them from marble by means of the same agency that removes them from cloth; and if you could handle marble like cloth, the theory would probably work out as well. To remove grease spots, take powdered chalk, whiting, fuller's earth, any medium of this kind that will hold gasoline in saturation. Saturate the medium chosen with gasoline and apply in a pile to the spot to be treated. Add more gasoline as the pile dries. Gasoline should be handled in the daytime and all lights kept out of the store. It is treacherous stuff. It requires considerable time to remove spots from marble.

We cannot emphasize too strongly the care that must be exercised when using gasoline in the open, where it can evaporate. A spark will sometimes ignite the vapor, and a terrific explosion often ensues. When using gasoline, doors or windows should be opened and air admitted freely. Look out at the same time for lighted cigars or lights of any sort.

Care of Woodwork.

Woodwork may be easily kept in fine condition. Its chief enemies are dust and fly-specks. Dust may be readily wiped off and specks of all sorts can be washed off. In washing woodwork, avoid the use of hot water, which may cause blisters or damage the polish. Tepid water is the kind to use. Sponges should be kept clean, and cloths used in wiping woodwork should be changed frequently. If you use a sponge on the woodwork that has been previously employed in wiping up the marble counter, a sponge probably impregnated with grease or acid, you will injure the fine surface of the polished wood. A sponge that has become gritty will scratch the woodwork. Look out for these things.

White and gold woodwork: Wipe off the dust with a soft cloth, and clean the woodwork with lukewarm water, applied with a soft sponge or cloth. Dry immediately with a soft, clean cloth.

Cherry, mahogany, oak, etc.: Wipe off the dust with a soft cloth, and wash the woodwork with lukewarm water to which a little aqua ammonia has been added. Dry with a soft cloth, and go over with a reliable furniture polish.

Ebony: Wipe off the woodwork with a soft cloth and clean with lukewarm water. A mixture containing equal parts of paraffin oil and gasoline is beneficial to ebony. Apply this mixture with a soft cloth and rub dry promptly. Keep gasoline away from fire.

Silver-Plated Parts.

Silver-plated draft tubes give little trouble, but the faucets are generally more or less caked with syrup. Syrup should be washed off every morning. See that the syrup does not harden on the under sides of the faucets. Caked syrup will not do the plugs any good. Silver-plated parts should be kept polished and buffed. Any reliable silver polish may be used. Finely powdered whiting, free from grit, in heavy solution with water, makes a silver polish that is commonly used. Apply with a soft sponge or cloth, and buff with a clean chamois. Chamois cloths should be kept in a tight drawer. If they get greasy, they are useless for polishing; and if they become gritty, they will scratch silver-plated surfaces. These seem minor points, but they often make the difference between keeping a fountain in good and in poor condition.

Mirrors.

First dust, then wash with lukewarm water and soap, and dry with a clean cloth. Some prefer to use a clean chamois skin. Chamois skins should be

Links
Between the
Advertising and the Sales

Yes—we will spend over one million dollars this year advertising Coca-Cola. But all the advertising in the world would not make Coca-Cola "go" if it didn't have the quality to fulfill the expectation created by the advertising.

It would be a rank failure if our treatment of you, Mr. Druggist, were not such as to win your support.

It would be forced into oblivion if it did not pay you to handle it.

Coca-Cola

TRADE MARK REGISTERED

has made good—is making good—will always make good ***Because:***

It is pure and wholesome and "delivers the goods" right up to the handle to the hot, tired or thirsty consumer who buys it because we tell him it will cool and refresh him and quench his thirst.

Because, there's not a druggist in America who won't tell you that every promise we've ever made to the trade has been lived up to—verbatim; and a little over for good measure.

Because, the profit is big, clean and sure.

There you have the links that have made our advertising pay.

"Clean up" this year—

—Order through your Jobber—

Whenever you see an Arrow think of Coca-Cola.

THE COCA-COLA COMPANY, Atlanta, Ga.

examined carefully in washing mirrors, as a scratch on a mirror is serious. Tissue paper makes good polishing material, if soft enough.

2. Fountain Decorations.

If you have a fine apparatus, buy good materials, mix well, and dispense them properly, and if your competitor keeps pace with you in all these respects, there is no perceptible advantage on either side. There is no room to cut prices. How, then, may one gain soda trade? Fountain decorations give one answer to this question. It is not sufficient to cater to the customer's palate; you must also cater to the eye. Other things being equal, the fountain with pleasing decorations will gain the advantage.

Plants and Flowers.

Potted plants make excellent fountain decorations. They look cool in summer and attractive in winter, when all is bleak and barren outside. They cost little and require only a moderate amount of care. Small palms, small rubber plants, hardy ferns, all these make most attractive adjuncts to the fountain and will last a long time.

Fresh flowers in their various seasons are always welcome. If you live in a small town, you probably have plenty of flowers growing on your own premises. Do not despise them because they are common. They will not appeal to some people, but you are catering to all the people. Use them lavishly for decorating the fountain.

If you live in a large city, you will, of course, have to depend on the florists for your supplies. The florist's business is irregular, and, while flowers come high at times, by placing a steady order you can often get them at very moderate rates. If you have a vase of cut flowers on your fountain, it is well to start in with the evening trade and give away a few to each lady customer until they are all gone. Keep them intact during the day, but give them away at night. You would have to throw them away, anyhow, and by giving them away in this manner you can make many friends.

Autumn leaves are attractive in season. Holly and mistletoe, of course, are almost indispensable at Christmas time. Nothing is more charming than a pot of jonquils in the early spring, when the outside world is still frost-bound. Prize chrysanthemums attract attention in the fall.

Decidedly, the fountain would be at a disadvantage without its floral friends.

Fruit on Display.

In displaying fruit, you must have the best. Inferior specimens would only excite unfavorable comment. But any display of fine fruit is pleasing to the eye. Fine, ripe berries of all sorts, large peaches, golden oranges, fine pineapples, bright red cherries, all these make splendid fountain decorations and are highly appropriate besides.

Unusual fruit specimens can sometimes be secured from wholesalers, and make good displays. Alligator pears are a novelty to most people. Cocoanuts in the husk are seldom seen in some towns, although they can be easily secured. Occasional novelties of this kind will always attract attention and help win trade.

Ice Decorations.

It is not generally known that ice may be carved readily with chisel and mallet, yet such is the case. An ice sculptor appearing recently in vaudeville could carve in a few moments almost any group suggested. He was an expert, of course, but the work is not nearly so difficult as a casual observer might imagine. Anybody can get good results with a little care.

Ice displays make striking fountain decorations, and in hot weather they are

very cool and refreshing to the eye. Clear, translucent blocks of ice should be selected for this work. No ice showing any traces of impurities should be used. The simplest form of ice carving consists in simply hollowing out a block of ice, and any boy can do this work.

Select a clear block of ice about eighteen inches by eighteen inches by two feet. Take a chisel and mark out on one side a parallelogram, its lines running parallel to the edges of the block of ice. The idea is to hollow out this parallelogram to a depth of five or six inches, leaving walls three or four inches thick all around. When the rough work is done, chip the ice so as to finish off this hollowed space neatly. A little care will produce excellent results. Now heap the hollowed space with fresh fruits, using fruits of contrasting colors, and selecting the best specimens at your command. Purple plums, brilliant red cherries, yellow pears, blackberries, red raspberries, all these heaped up together will make a beautiful display.

The block of ice may now be mounted on your counter in a tray. Special dishes are manufactured for this purpose. Or, if you wish, you can place the block of ice directly upon your slab. In all cases, a clean towel should be folded and placed under the ice, with one end of the towel extending over your workboard or sink. This towel will act as a wick and conduct all drip over into the sink. If you arrange it properly no water will appear upon the front of the soda counter. The block of ice will melt evenly all day and will last a long time. As evening comes on, use the fruit to top off fountain drinks, and when the block of ice loses its shape, remove the display.

If you are ambitious, you can do a great many things with ice. Pitchers, urns, and vases may be hewn out and filled with fruit or with flowers. You can carve out a lemonade bowl, fill it with lemonade, and sell lemonade from it all day. You can readily imagine that such a display will attract a great deal of attention. In Europe, they are now freezing goblets of ice, and serving drinks in them. The goblet is discarded after the drink is consumed, and makes a perfect sanitary cup.

You can hollow out an aperture in the bottom of a block of ice and introduce electric light bulbs of various colors. If you have an ice factory in your neighborhood, you can have fruits, flowers, wax dolls, and other objects frozen into blocks of ice at your pleasure. The ice itself may be frozen in colors if desired. This is a great field in which to experiment and if you go into it you will be fascinated with the results. Ice displays are cheap, they are appropriate, they are attractive, and it is astonishing that this field is not more extensively explored.

In carving ice, you can do rough work with an ordinary pronged ice chisel. For fine work you will need a narrow carpenter's chisel, a mallet, and a poker-shaped iron for heating. For delicate details and for smoothing purposes, a heated iron will work wonders. In carving an ice vase, take a real vase and use it as a model. First block out the vase roughly and then chip it down to its proper proporitions. With a moderate amount of practice you can do group carving, a vase and a bowl, for instance, mounted on a square block of ice. Various subjects will suggest themselves, and some really striking results may be secured. Ice carvings may be kept longer by placing them near an electric fan, but they will last a long time under any ordinary conditions.

Other Decorations.

College flags and colors make good fountain decorations, especially during the football season. Youth is enthusiastic and will go far to deal with the man

who caters to its little foibles. If you live in a college town, you ought to have a full set of the college colors, and it is also well to have the colors of the various colleges who send teams to your town to play match games. Such teams always bring visitors along, and visitors drink soda water as well as home folks.

Posters make effective decorations. There are all sorts on sale. College posters go well with college colors. Theatrical posters are much sought after, and if you are located near a theatre you can often secure some fine ones for the asking.

Never hang anything crude about the soda fountain. Let your placards be neatly lettered, and their object be to decorate as well as to enlighten.

3. Advertising the Fountain.

This is an advertising age and it is a good thing to keep your soda water department well before the public. The finest product on earth will go to waste unless people know that you have it. A customer will walk into your store and ask for chocolate soda, because every druggist is expected to have chocolate soda. But it may be that you make a special chocolate egg flip that is very fine. You know about it and some of your customers know about it, but the general public knows nothing of it and cannot be expected to call for it. Therefore advertise it. All special drinks must be advertised.

General advertising of almost any sort will help your fountain. If you do not advertise, people will possibly know in a vague way that you have a soda fountain, because every druggist is supposed to have a soda fountain. But if you do advertise, the result will be that people, whenever they think of a soda fountain, will think of your soda fountain. This is one reason why advertising brings business. It always pays to advertise. If it does nothing else, it shows that you are on the job, and custom gravitates naturally to a live man.

Snipes and Placards.

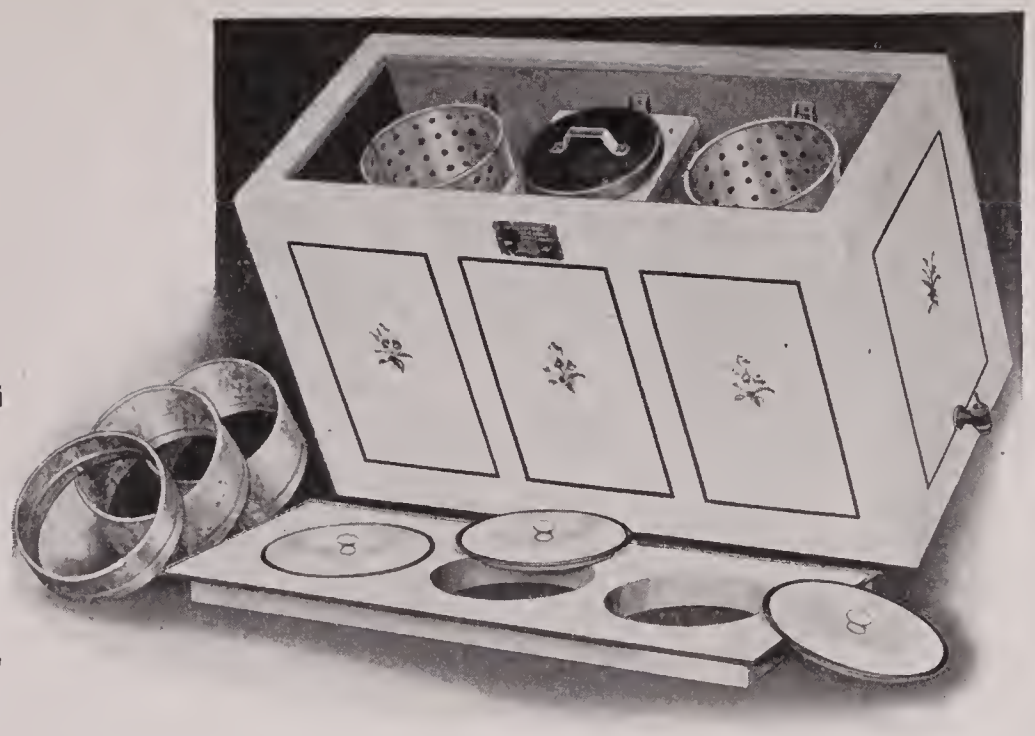
Snipes and placards make good advertising. The printed ones are cheap and plentiful. Those you make yourself should be neatly done, and a lettering outfit is a useful adjunct to any soda fountain. One or two permanent placards, done by a professional sign painter, and giving a complete list of your standard flavors, will prove useful. Permanent placards should be of the kind that can be washed and cleaned. The price of the drink should always be given. This saves answering questions, and possible embarrassment to a customer. Snipes and stickers should remain up only a few days. They should not be allowed to become dirty and fly-specked.

Snipes may be pasted on doors or windows, and sometimes they may be placed upon the fountain mirror. It is not a good plan, however, to hide the beauties of an expensive apparatus beneath a mass of snipes. Use them about the fountain judiciously, and change them frequently.

Window Displays.

Any sort of window display that will attract attention to your store will naturally help the soda water department, but it takes some thought to evolve a display that is strictly appropriate to the fountain. Ice displays are sometimes placed in the window, and an elaborate ice carving always makes a good display. Fruit products are naturally thought of in this connection.

Last spring an enterprising druggist made an interesting window display of fruit products. He had bought some very fine whole and crushed fruits which came in handsome jars. Instead of piling these in his window haphazard, he first cleaned his window carefully, and



"Proved—not merely claimed —the BEST"

Doering Ice Cream Cabinets

After all, a man consults his own best judgment when about to buy an ice cream cabinet, or anything else. That's why we appeal to your buying judgment rather than to your sentiment.

Doering Cabinets have qualities enough to win on merit; this is the reason why they are in such great demand everywhere.

Doering Cabinets are particularly good for soda fountains because, in addition to providing the neatest way for supplying ice cream to your customers, they keep the cream in better condition and without the need of daily icings.

The Doering effects a ***big saving*** in ice bills, is built to ***last***, and its ***sanitary*** conditions are so ideal that they ***invite*** rather than repel ice cream customers. They are all steel, which prevents warping, leaking, and early decay. The special ***insulation*** of ***2-inch corkboard*** keeps out the heat and germs. Artistically enameled and gold paneled, they represent the highest product of cabinet-making. Made in from one to six-can capacity.

We guarantee our cabinets to be perfect—and make them perfect to begin with, so we may guarantee them. You are protected both ways. Order today and insure quick delivery.

Shipped on 30-day trial.

More information if desired.

C. DOERING & SON, Inc.

LAKE AND SHELDON STS. : CHICAGO

then carpeted it with a handsome piece of rich purple velvet. The jars of fruit were then taken in hand, all traces of packing removed, and the jars washed and polished carefully. They were then tastefully arranged in the window, with contrasting colors, a jar of cherries next to a jar of pears, and so on. With its background of rich velvet, this window looked as if it contained something valuable, and so it did, for it contained an idea, as well as a fruit display. Now this assortment of fruit could have been huddled together in a careless manner without attracting any attention whatever. It pays to give some thought to these window displays.

Another druggist saved all his soda tickets for a year. He does a large business all the year 'round, and eventually he had half a barrel of tickets. He secured a new barrel and placed it in his window with the tickets pouring from it. A neatly lettered placard read as follows: "This is the amount of soda business we did last year." There was nothing else in the window. This display appealed to the public because it conveyed the idea of large business. Everybody likes to go where the crowd goes.

Some druggists have their carbonators in the show window; others keep up the percolation of simple syrup. Any kind of machinery or mechanical process will attract the public, especially anything of an unfamiliar nature. All such displays are good.

Printer's Ink.

Printer's ink is supposed to be the best of all advertising mediums, and the druggist can hardly afford to ignore it. A soda menu of a size suitable for mailing is a good thing. These may be mailed to your customers, not forgetting the customers of your competitor. Keep these menus on your soda tables and encourage your customers to take them home. Keep them where your customers can get at them. Printed matter that a customer picks up of his own accord is always valuable. These menus also make good inserts for packages. We give elsewhere directions for getting up a soda menu.

If you are located in a town that has a daily paper, you can use short reading notices about your soda department to advantage.

Let these reading notices be brief and to the point. Word them plainly, use short words, and avoid anything that smacks of smartness. If you have a new drink, try advertising it in this manner. Don't think that you can't advertise without a catch phrase or slogan. These catch phrases are good things, and some of them have been very valuable, but it is hard to invent a new one, and a poor one is worse than none. Plain, pointed wording will get the business. Reading notices should be changed frequently.

Opening Days.

An opening day of some sort makes a fine advertisement and is well within the means of any druggist. In having an opening day, cut your garment to suit your cloth. If you have a small store, one that won't hold over a dozen people, an orchestra is probably not advisable. It will only attract a crowd outside and block up your doorway. By an orchestra, we mean three or four pieces, which will furnish adequate music for an opening day and not cost very much. If you have the room, music during the afternoon and evening is usually enjoyable.

The fountain should be tastefully decorated with plants and flowers, of course. If there is a florist near, you need not buy a lot of plants, as you can hire them in any quantity. In a small town you can generally borrow them by the dozen. In buying flowers, select such flowers as roses or carnations, flowers which may be distributed to your customers towards the close of the affair. The question of

free soda depends largely upon the location of your store.

To give away soda, as a general rule, is not advisable. In some localities it has been known to bring on a small riot. Often it results in the soda going to rowdies, and not to your regular customers. If you can mail tickets carefully, you can get around this trouble, but in distributing tickets somebody is nearly always overlooked, and then you lose a customer. In quiet neighborhoods, free soda has been successfully given to all comers, but as a general thing the attempt will bring trouble. An opening day is no time to stand on ceremony, however, and after a customer has purchased a glass of soda it is all right to offer another. But aim to treat all customers alike.

Do not think because you live in a small town that an opening day would be wasted. Efforts that might appear small in a city, in a small town might assume all the dignity of a public function. The smaller the town, the bigger the stir. If the thing has never been attempted in your town, that is just the reason why you should try it. Don't be afraid to be different. Therein lies one secret of successful advertising.

An opening day need not necessarily be held upon the very day the fountain is opened for the season. Better hold it after the fountain is in good running order. Try to pick out a stretch of good weather, and try to make a sociable affair of it.

Other Advertising.

The number of schemes that you can use in advertising your fountain is practically unlimited. Last season, a druggist in a small town got very good results by giving away a box of candy every week with a lucky number placed on a soda ticket. This is a "gift enterprise," however, and would not go in some communities, although a very harmless enterprise.

A druggist who wished to introduce ice cream cones to his little town gave a cone to every child who came into his store for a week. The bargain was that the cone was to be eaten on the street and not in the store. Start a child up the street eating an ice cream cone in a town where ice cream cones were never seen before, and you can imagine the effect upon other children. This original bit of advertising was a great success.

Charity days have been tried in many forms, the idea being to give one day's receipts to some local charity, one day's profits, or whatever may be agreed upon. The best way to handle this proposition is to place tickets with the charity workers and offer half the receipts for say three days. A crowd of energetic workers will sell enough tickets to roll up a profit for the druggist, a fund for charity, and furnish the druggist with a fine advertisement as well.

4. Soda Menus.

A soda menu is a good thing for any store dispensing carbonated beverages. It is not absolutely necessary, of course, and you can get along without it. But it indicates enterprise, attracts attention, and is good advertising. Ladies form a large percentage of soda customers, and ladies like to sit at a table and chat over their soda. A soda menu always pleases them, and such customers are well worth pleasing.

If you have a drug store in a section that is not rich, it does not necessarily follow that a soda menu will not be appreciated. On the contrary, poor people often appreciate these little things more than rich people, who are accustomed to every attention. It stands to reason that if your soda menu is the only one in the neighborhood, it will cause more stir than would be the case

in a locality where every druggist published a soda menu.

In getting up a soda menu, do it well, or don't do it at all. Use good materials and get neat printing. In printing, the difference in cost between a poor article and a good article is not very great. Bear this in mind, and govern yourself accordingly.

Card Menus.

Card menus are more or less in use, and are very well in their way. They are usually printed on cards about six inches by eight inches. This makes a very good size for tables, and, in fact, the menu will have to be at least this large or you can't get anything on it. This very size limits the usefulness of the card menu, as it renders it too large for mailing conveniently, and too large for inserting in packages.

Card menus should be printed on one side only. They should be printed on fairly substantial cardboard. They are more durable than other menus, and will last longer. This durability is not altogether an advantage, however, as it offers constant temptation to keep a menu in commission after it has become soiled or stained with syrups. Soda water is very sticky, and in the nature of things the menus will become soiled easily.

A substantial card will last a long time, and the natural inclination is to wipe it off and keep it in service. Of course a card with syrup upon it offers a fine bait for flies, and these busy pests will soon decorate a menu with their specks. Soiled or specked menus should not be kept in commission. They are unsightly and will do more harm than good. As soon as a card menu becomes soiled, throw it away and replace it with a fresh one.

Folders.

By a folder, we mean a piece of paper about seven inches by five, creased once across the centre so as to offer four surfaces for printing. A folder of this sort is a booklet of four pages. Anything around this size is suitable. The ordinary business envelope is a shade over three and one-half inches wide, and a trifle over six inches long. There is a handsome envelope on the market measuring five by four. A handsome "square" envelope has individuality and will always attract attention. Get up your folder, however, in a size suitable to your own needs.

The first page of the folder is generally used as a cover and can be made very attractive. Cuts, designs, and illustrations may be utilized; also two-color work in printing.

An attractive cover page was arranged as follows: At the top of the cover, in large letters, appeared the words:

SODA MENU.

In the middle of the page was the following verse:

A glass of Soda underneath the Bough,
A College Ice, a Dish of Cream, and Thou
Beside me singing in the Wilderness—
Ah, Wilderness were Paradise enow!
—*Omar, slightly revised.*

At the bottom of the cover appeared the name of the drug store. On the two inner pages of the folder was printed a list of the cold drinks on sale, and on the back cover appeared a list of hot drinks and a list of mineral waters.

An appropriate verse or prose quotation for the front cover of a folder will always excite favorable comment. All drinks should have prices attached. The name of the store should always appear. If you are crowded for space, give the preference to your specialties, as they need advertising more than your regular drinks.

Booklets.

If you have a large establishment and are running a long list of fancy drinks, it may be necessary to issue a six or eight page booklet. The booklet menu

THIS NEW CHAIR

Made of 19/16-inch diameter Steel tubing, and finished Oxidized or Nickel, is

The Newest and Best Thing in Artistic Metal Chairs for Soda Fountain Parlor Service

One of a complete line of chairs and tables that have made the name "Celina" stand for Satisfactory Service

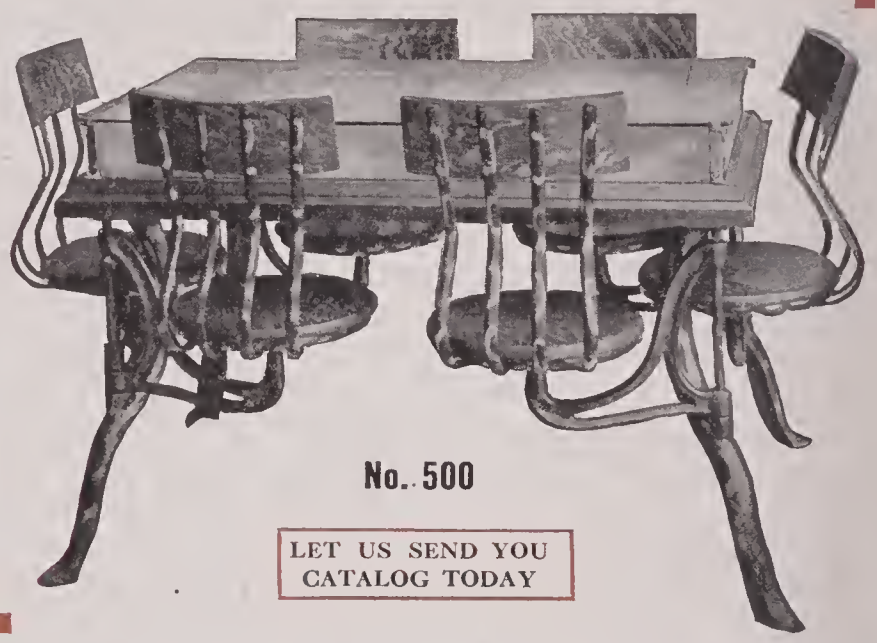
CELINA SPECIALTY CO., Celina, Ohio

THE BOOSTER No. 500 SEATS SIX PERSONS

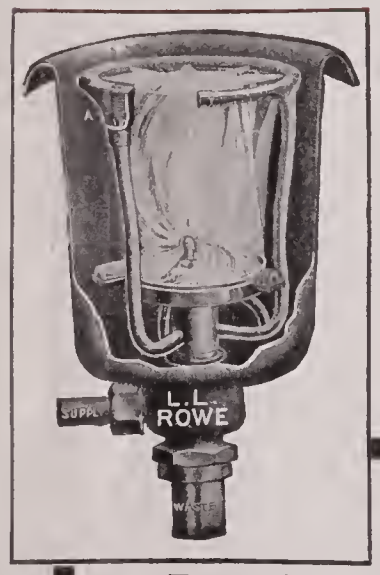
(Also made with Four Seats)

Handsome, Comfortable, Rigid and a Space Economizer

It represents one of a line of the most attractive and most serviceable tables you can buy anywhere, and it is performing gratifyingly satisfactory service for many of the best stores in the country.



LET US SEND YOU CATALOG TODAY



The Best By Test

Rowe's No-Thump Tumbler Washer

No other washer can survive a side-by-side comparison.

To convince yourself that it *is* the recognized best, just take a peep behind the fountains of the greatest dispensers in the world—The Riker-Jaynes Drug Co., The Hall & Lyon Drug Co., The J. Fred Gibson Co., et al.—there you will find the ROWE washers on duty. The great Liggett Drug Company are using them exclusively in all of their soda fountains. To protect yourself against worthless substitutes, be careful to specify Rowe's No-Thump All-Over-Wash Tumbler Washer when making fountain contracts. The price is **$15** nickel-plated or **$18** silver-plated. Absolutely Guaranteed. Write *today* for "Washer Wisdom." You'll be glad you did so.

L. L. ROWE, MFR.
72 Portland St., Boston, Mass.

Keep Your Fountain Sweet

No matter how careful you are, milk will spill, ice cream will drop, and your fountain will get sour. Wipe the counter every five minutes, yet some syrup will remain to smell.

PURIZONE
WILL KILL ALL ODORS

This can be easily cured with a tablespoonful or two of Purizone in a pail of water. Wet a cloth with this solution, and thoroughly wipe the counter, working-board, ice cream cabinet, and all exposed parts, at least once each day.

You will have no roaches or water-bugs around where you use Purizone.

PURIZONE is a disinfectant with a slight but pleasant odor, having a carbolic acid coefficient of 3.076. It is a very powerful deodorant without leaving a worse smell behind, as the creosote and tar products do.

You can buy it in bulk, gallons, kegs or barrels. **It is also sold in bottles to retail at 25 and 50 cents.**

ASK YOUR JOBBER OR WRITE TO US

Washburn Purizone Co.
PROVIDENCE, R. I.

is simply a folder, with extra pages inserted. In such cases, the cover should be printed on somewhat heavier paper than the inside pages. If you have plenty of space, let the cover be really a cover, and print no extra matter upon it, either front or back.

With a booklet, you can go more into details and print a few lines about the quality of your drinks and materials. A few words about chocolate in general and your own chocolate in particular, for instance, would make good subject matter. A little data about the vanilla bean might be appropriate. But avoid the error of being too prolix. Prune your copy with a relentless hand. Speak briefly, and to the point. People will not read too much, and if you try to force too much upon them, the whole force of your booklet is lost.

Customers should be encouraged to carry home soda menus, and folders and booklets are better adapted for this sort of advertising than card menus. A scrap book for all advertising matter is an excellent thing to keep. In this way, as you progress, you can look back over past efforts and in getting up new copy determine more readily what to omit and what to include.

5. Food at the Soda Counter.

In the old days, many a soda fountain would remain idle for six or seven months of the year. Several years ago a downtown druggist in one of our large cities began to make some inquiries among his dispensers. This man represents a class, and we will cite him as an example. He has a location where several thousand people pass daily, pays a large annual rental, and depends upon his soda fountain for a large share of his receipts. He employs several dispensers, an expert mixer to make syrups, and a couple of boys to assist generally.

This man noticed that his soda business would fall off every day between the hours of twelve and one. Business began about eight and gradually grew brisker up to twelve, then came a lull, after which business picked up again and remained good until six. It did not take much thought to discover why business dropped off at the noon hour. People were eating lunch, instead of drinking soda water. The druggist thought this matter over carefully. He did not like to see several hundred people in his vicinity liberated from work at the noon hour without getting some of their business. And furthermore, he decided that, with his rental, he could not afford to let his fountain remain even partly idle each day for sixty minutes in the very heart of the day.

Quick Lunch.

How to get customers up to the soda fountain during the noon hour was the question, and it didn't take very long to find the answer. The druggist circulated around among the various lunch rooms adjacent for several days, then came back and got busy. He got ready to serve four kinds of cold sandwiches, ham, tongue, chicken and cheese. He put in several kinds of pie, and arranged to serve hot coffee, not coffee soda, but plain restaurant coffee right from the urn. Sweet milk and buttermilk he had on sale already.

This was the opening wedge. In a few days there was no lull at the fountain during the noon hour. People were crowded around the soda counter, and at tables, being served with soda, coffee, and sandwiches. Some people think anything tastes better at the soda counter. The novelty of the thing may have appealed to some. But it is not necessary to speculate as to reasons. We are discussings facts, and the facts are that the crowds did come and are still coming. The noon hour in that drug store is now the busiest hour of the day.

Short Orders.

From quick lunch to short orders is but a step. The words "short order" constitute a restaurant term for any small order that may be cooked and served quickly. An oyster stew is a short order, or a half dozen fried. It was not long before the druggist in question was having requests for oyster stews, and other small orders, and he was quick to supply the demand. He installed a cooking department in his basement, hired a short order cook, and was ready for this business. He already had a dumb waiter connecting with the fountain and this came in very nicely for serving cooked food. The innovation proved popular, and this store is now ready to serve oysters in almost any style, hot roast beef, eggs in any style, baked beans, clam chowder, corned beef hash, and a number of other dishes commonly found in a restaurant. The statement has been made that this drug store is nothing but a restaurant at the noon hour, and the statement may carry a large measure of truth.

There are some customers who combine food with soda water, but there are many others who ignore soda water altogether and go into this drug store solely for lunch. We make no attempt to discuss the ethics of the question. We simply cite this case as a remarkable phase of modern soda water business. Many druggists are handling food products at the soda counter on a smaller scale, and it seems to be a fact that wherever coffee is introduced it sells remarkably well. The druggist we mention is certainly doing a wonderful business, and his profits from his new enterprise must be very large.

Breakfast at the Fountain.

Of course it was only a question of time when somebody would want breakfast at this fountain, and, as the early hours were dull hours, this was a welcome demand. The popular breakfast foods are easy to serve and work in very nicely at the soda fountain. In addition to these, the drug store serves sausage, eggs in any style, and several kinds of cakes. When the last breakfast order is served, things are cleared away for regular soda business; and another general cleaning up occurs after lunch.

This being a downtown store in the business section, business is not so brisk after dark. But any customer who wants a short dinner order can get one, and for those who care to drop in after the theatre there are club sandwiches and several kinds of salads on sale. This store also makes a specialty of afternoon tea for ladies. To use the vernacular of the day, there is "something doing" all the time.

This store, in its own section, is considered something of a show place, and many strangers drop in to see the crowds at the lunch hour. The proprietor is well satisfied with the results of his efforts, and is looking for novelties all the time. As we said before, we make no attempt to discuss the ethics of the question. There is no reason why any druggist should not sell what he pleases, provided the business is legitimate. The financial returns in the case in question are certainly very large.

6. Check Systems.

The soda water end of the business runs more smoothly if it is big enough to be a department in itself, and it should be the aim of every druggist to make it so. Even though you have only a moderate soda business, try to get it to a point where you can afford to hire one or two men or boys to devote themselves to soda water alone. In this way you relieve your prescription clerks, and become enabled to make a regular department of soda water. With the business thus isolated, you can check receipts

and expenditures and learn just what the business is doing. By having a definite head to the soda water department, you can hold that person responsible for results.

Without system, running a mixed business, the drug department may be carrying soda water as a dead weight. Or the soda department may be paying handsomely and helping to carry the rest of the store. Everything is specialized nowadays. If your soda water department is paying, you ought to know it. If it is not paying, you ought to know it, for then you can go to work intelligently to see what is wrong. If the soda water department is paying well, it deserves a good appropriation for increasing the business. If it is not paying, it must be watched, expenses pruned, and every effort made to put the fountain upon a paying basis.

As a general proposition, soda water ought to pay handsomely. If the fountain is not showing a dividend, there must be waste or leakage. But without system, no druggist can hope to put his finger on the weak spots.

Check systems have their merits and their disadvantages, and what suits one man's business may not suit that of another. Local conditions count for so much that we cannot pretend to say what is best for any individual case without a complete understanding of that case. In describing the various check systems, therefore, we offer our statements without comment. Each druggist can look them over and decide for himself what is best for his own peculiar needs.

Pay as You Enter.

In check systems, the pay-as-you-enter system has considerable vogue. Under this system, the customer approaches a cashier, buys a check, gets his drink at the fountain, turns over the check, and departs. It is necessary for the customer to know the price of the drink he wants. If you are running this system, it is well to have the cashier posted on the prices of all drinks. In a busy store, a customer sometimes has to stand in line to buy a check. If, after standing in line, he approaches the cashier, cannot state the price of his drink and must fall out of line to secure that information at the fountain, unfavorable comment is likely to ensue.

Sometimes a busy cashier will give a curt reply to a customer asking the price of a drink. To strengthen this system, the cashier should be posted and should be obliging. Placards should be posted about the store, telling a customer how to secure a check. In summer resort establishments selling only one special drink, such as orangeade or root beer, this system works very smoothly even when hundreds of customers are being served in a continuous stream. There is some delay in buying checks, at times, caused by standing in line, but visitors at a summer resort have plenty of time and do not so much mind standing in line. The placards read about as follows:

ORANGEADE, 5 CENTS.
GET YOUR CHECKS
FROM
CASHIER.

This placard covers the ground completely and leaves no room for misunderstandings. But in this case, there is only one drink on sale, and that at an established price. With dozens of drinks on sale, at various prices, the system becomes more complicated and some person must be designated to answer questions and quote prices. That person may be either the cashier or the dispenser, but placards should be prominently posted to that effect.

The pay-as-you-enter system has one great advantage, in that it guarantees every customer a clean, dry check. When business is brisk at the soda fountain,

LIGHTNING

$18 f. o. b. Canton

ESTABLISH A REPUTATION FOR CLEAN GLASSES

You can do this by installing a LIGHTNING or a CANTON TUMBLER WASHER, both of which are illustrated here.

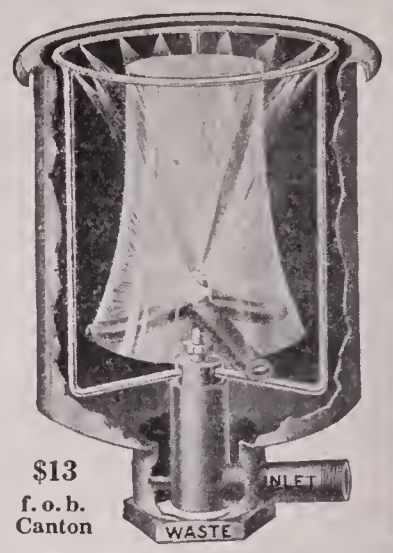
DROP US A POSTAL AND WE WILL SHIP YOU A MACHINE ON TEN DAYS' TRIAL

This is the strongest guarantee we can give you.

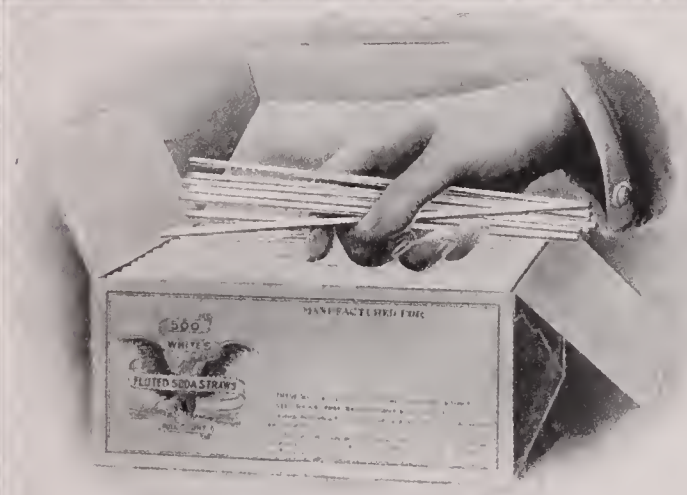
THE WHITEMAN MFG. CO.

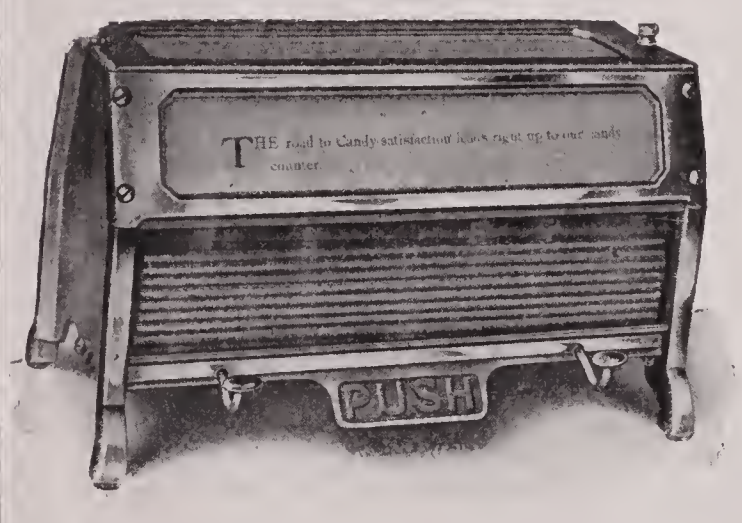
Dept. A **CANTON, OHIO**

CANTON



$13 f. o. b. Canton





"Fluted" Soda Straws

The "Fluted" Soda Straw is a delicate translucent reproduction of the natural rye straw. The same golden gloss and the same fluted straw fibre. It improves on nature, for there are no cracked or musty "Fluted" Straws.

Sterilized by heat, untouched by hand and made of purest selected materials, the "Fluted" Straw is the most perfect product of its kind ever offered.

"Wiltshe" Straw Dispenser

The "Wiltshe" Dispenser is as sturdily built as a cash register, of rust-proof die castings, handsomely finished. The glass sides and top provide space for advertising cards furnished with each machine. Works on both sides. A push of lever and one straw drops every time. Rubber feet, no springs.

Price, $3.50 each.

"Sav-Stras" Straw Dispenser

The "Sav-Stras" Dispenser is the ideal machine for table use. Turn the knob and a straw is presented. If not removed it is carried back into the machine and another straw is presented by turning knob. No waste of straws. Turns on ball-bearing base and dispenses in any direction. Rust-proof die castings of beautiful finish. Strong glass cylinder and concave top for making change. Every machine guaranteed perfect.

Price, $3.50 each.

The "Sav-Stras" and "Wiltshe" Dispensers are manufactured by The Wilton Mfg. Co., Wrightsville, Pa.

COE MFG. CO., Sole Selling Agents 35 Warren St., New York

Carelessness and Dishonesty are Frailties of Human Nature

They exist in almost every business; they exist in the soda fountain and ice cream business. Out of these two human weaknesses—and the necessity for guarding against them—has grown the

LOCK-STUB CHECK SYSTEM OF CONTROLLING SODA FOUNTAIN AND ICE CREAM RECEIPTS

It **detects** dishonesty where it exists, it **Prevents** it where it would exist without a proper system of control. Throw out your celluloid checks and other antiquated checking systems and get the most modern system.

NOTE THIS CAREFULLY.

This is the original system fully covered by letters patent. Don't buy an infringing system and court a law suit. We hereby give notice that we will promptly and vigorously prosecute all infringers. Imitations lack the essential features of the Lock-Stub Check System. Full particulars in our interesting booklet. Write for it.

No. 1 Soda Stand. Size of base, 3½ in. by 8¾ in. Height, 6⅜ in.

We Have an Interesting Proposition for Large Users.

THE LOCK-STUB CHECK COMPANY, 253 36th St., BROOKLYN, N. Y. 15 Quincy St., CHICAGO, ILL.

checks soon become soiled. A syrupy check is not welcome to a lady delicately gloved. One of the main things in this system is to keep the line moving. Hurried business men do not like to wait in line. When a store is doing a rushing business two cashiers will help relieve the congestion, and an additional cashier may be often put on duty to advantage during rush hours.

Pay as You Go.

This system also has a considerable following. Under this system, the customer approaches the soda counter, names his drink, gets his drink and with it a check, consumes his drink, goes to the cashier's desk and pays his check. The customer stands at the counter only long enough to get his drink. He does not have to inquire the price of the drink; the dispenser attends to that by handing out the proper check.

In using this system, care must be taken to see that the customer gets a clean, dry check. Theory is all very well, and dispensers are supposed to wipe their hands frequently and to hand out dry checks. But practice is another thing, and when soda is flowing freely a dispenser cannot always keep his hands free from acids and syrup. The point is sometimes raised that a customer may receive a check and slip out in the crowd without paying it. This is possible, of course, and it is doubtless sometimes done, but the loss from this source is not large.

Most people are honest. Few will deliberately avoid paying for a glass of soda water. The loss in such instances comes mainly through forgetfulness, and not through any deliberate intent to defraud. Supervision is a good thing in both these systems; in the first to avoid delay at the cashier's desk; in the second, mainly to guard against sticky, sloppy checks. Under both these systems neat metal or celluloid checks are used, each check being marked plainly with the price of the drink.

Other Methods.

Of late years a great many people have installed registering machines. The customer gets his drink and is given a paper check, which falls from the machine with the price of the drink printed upon it. This check is taken to the cashier and paid. Or the cashier hands the customer a printed check, which is turned over to the dispenser upon ordering the drink. The former method seems to be more widely in use.

Some druggists trust entirely to the customer's honor, the dispenser stating the price of the drink, and the customer being supposed to proceed to the cashier and settle. This method, however, could hardly be called a check system. Check systems are very useful, and you will seldom find a large establishment without one. The fact that a druggist installs a check system is no reflection upon his dispensers. Dispensers, on the contrary, should welcome it, as they are then free to dispense soda water and are not bothered with making change, which becomes a burden at a busy fountain.

The consecutively numbered roll ticket is another innovation of late years. This form of ticket is easy to sell and the consecutive numbering allows the cashier to check up his cash immediately after finishing business.

7. What a Beginner Should Attempt.

This is not intended for experts or old dispensers, but is just a little friendly advice for beginners in the soda water business. Very often the small merchant has difficulty in competing with the large merchant, and cannot make the same showing. This is not the case in the soda water business. The man with a 10-syrup fountain can sell just as good soda as the druggist with an apparatus 40 feet long. In fact, his chances for sell-

ing good soda are better than those of the large dispenser, for he can give his soda department close supervision, a thing which the very large dealer cannot always do.

The man with a 10-syrup apparatus can make a showing quite as impressive, in its way, as that of the store running an apparatus of 64 syrups. Cleanliness is one of the greatest "luxuries" connected with the soda fountain. Cleanliness is cheap, and the man with a small apparatus can make as good a showing in this direction as the larger dealer. His chances are even better, for he has less to clean. The man with the small apparatus can use as fine accessories as any dealer, and fine accessories make a brave showing and go a long way towards putting a soda business upon a high plane.

What Syrups to Carry.

The beginner often makes the mistake of trying to put in a bewildering line of specialties, while neglecting his standard drinks. Fine specialties are desirable and will give tone to any fountain. But take them up in their due turn. In building your business edifice, do not try to put on the roof first. Conduct this building operation just as you would any ordinary building operation, and lay a solid foundation first.

The foundation of any soda business lies in the syrups which are most in demand. The beginner should make his start here. If you are opening a new fountain, your first effort should be to inspire the public with the belief that you are carrying just about what a soda fountain should carry. No sensible customer will walk up to a small soda fountain and demand "Chinese Flip" or some unheard of concoction that he may have once gotten at a big fountain a thousand miles away. But any customer is liable to come in and ask for lemon phosphate, and if you can't give him lemon phosphate he is apt to think that your fountain is not a very extensive affair.

A customer might excuse much, but suppose he asks for a glass of vanilla soda water, and you can't give it to him? He will not go away with a very high opinion of your store.

We can set it down for a fact that chocolate is the best fountain seller. It therefore behooves the beginner to pick out a good formula for chocolate, and to learn to make a good article of chocolate syrup. Among men, lemon is one of the best sellers. Learn, therefore, to make good lemon syrup. Vanilla, strawberry, raspberry, orange, pineapple, and sarsaparilla are other standard flavors, flavors which people expect to find at any soda fountain. This gives you a foundation of eight syrups, and with these eight syrups you will find that the bulk of your business is done. If you have a 10-syrup apparatus, you still have a leeway of two syrups. Select for these whatever flavors seem best suited to your local requirements.

Drinks and Specialties.

After deciding upon your list of syrups, you must decide upon your mixed drinks and specialties. Ice cream is your most important specialty, and it is cutting a larger figure in soda water every day. The most useful cream at the fountain is probably a basic cream, without flavoring, or flavored with a slight trace of vanilla. This is used with all sorts of syrups, for sundaes, and for all sorts of fancy concoctions. If your business warrants carrying two varieties of ice cream, let your second choice be chocolate.

As regards mixed drinks, you must adapt your list to your locality. By mixed drinks, we mean drinks that are not included in your regular syrup lists. The egg phosphate is one of the most popular sellers all over the country, and is a good drink for any druggist to carry.

Among the proprietary drinks, every section has its own favorites. As we say, you must adapt your list to your locality. If a proprietary drink has vogue in your neighborhood, carry it at your fountain by all means. These drinks are well advertised, and anything that is advertised is apt to be called for. A beginner with a 10-syrup fountain is not expected to carry a long list of specialties, and it is a mistake to attempt to do so. Some large stores offer a menu comprising thirty or forty sundaes. It is not necessary for a druggist with a 10-syrup fountain to try to compete with such lists. From among the formulas we offer, pick out two or three good sundaes, and use them as a foundation.

For hot weather, you cannot get a better specialty than plain lemonade. We do not mean lemonade served to order, with fancy trimmings, but old-fashioned lemonade, made in bulk and served from a bowl. Lemonde is much like soup and you cannot get the best results by making up a cup at a time.

Hot Drinks.

In hot drinks, the man with a 10-syrup fountain should carry as staples beef, clam, chocolate, and coffee. With these four drinks as a foundation, he may enlarge his list as conditions warrant. Hot ginger and hot lemonade are easily served and may be made up quickly. There are many broths and soups which may be added to advantage as the business grows, and, of course, there are numerous specialties. But when a customer comes in and asks for hot beef tea, he expects to find it on sale, as the drink is a staple. Hot chocolate is a prime favorite, and a drink to be studied.

A reputation for serving a finished cup of hot chocolate is an asset. A reputation on one drink alone will often make a man. Clam broth makes a delicious hot drink and is grateful to the most delicate stomach. Hot coffee seems to fall somewhat behind the other hot drinks. It may be that hot coffee is more or less neglected. Hot coffee, like cold coffee, has many admirable points, and those who like it generally stick to it. If you will experiment with hot coffee and learn to turn out a good article, you will make many friends for your soda fountain. Many druggists are now serving regular restaurant coffee at the soda counter, not coffee syrup, but plain breakfast coffee drawn from an urn. This drink is making a tremendous hit in some sections and makes a hot drink that can be served all the year 'round.

Any drink that will add to the "all the year 'round" idea is worth going in for. People drink hot coffee at home in midsummer and eat ice cream with the Christmas dinner. If they will do these things at home, it seems reasonable to figure that they will do them at the soda counter. If you can build up a business that will keep your fountain open twelve months in the year, you will have accomplished something worth while. Such a fountain helps the general business and also shows a fine profit on its own account at the end of the year. Every druggist should strive to open earlier every year and close later, that is, as regarding the seasons. If you can gradually get to the point where it will pay to keep the fountain going all winter, you will have added a valuable department to your business.

To Sum Up.

To sum up, a man with a 10-syrup fountain ought to carry eight standard flavors and two additional flavors to be selected according to his best judgment. If you have the only fountain in town, you can do business with these flavors alone, that is, if you do not wish to carry ice cream. We strongly advise the use of ice cream, however, as it is in great demand with chocolate and fruit syrups,

Progressive Fountains

Always Have on Hand a Supply of

Malo-Creme and Malo-Scotch Sundae

Write for our booklet on How to Prepare Malo-Creme and Malo-Scotch Sundae for Best Results. Contains Many Valuable Formulas. A Postal Card Brings it.

MENTION THE NATIONAL DRUGGIST.

These Two "Toppings" Are Priced to the Retailer So As To Enable Him To Make a Handsome Profit By Using Them. Wherever Introduced, They Have Proved Themselves Unexcelled Business Getters. Adapted To Large Or Small Fountains.

MALO-CREME is a scientifically made fondant for "topping" ice cream, sundaes, fruits, salads, pastries, frappes, etc., and for mixing and "topping" chocolate, cocoa, egg and milk drinks, sodas, etc. It is especially recommended for the Live Dispenser who boosts his business by "Specials." MALO-CREME is better than whipped cream and costs less. It is guaranteed not to be affected by climatic conditions.

MALO-SCOTCH SUNDAE is a delicious butterscotch preparation in heavy sirup form especially recommended for "topping" ice cream, etc. Its delicious butterscotch flavor delights both old and young. May be used alone as any fountain sirup, or with MALO-CREME to make an Extra Fine "topping."

MALO-CREME and MALO-SCOTCH SUNDAE are both **Eze-to-Uze.** Ask your jobber for a trial order and see how well they are adapted to your business. Don't wait for your competitor to beat you to it. Get busy. Hold your trade and get more.

PRICES:

F. O. B. CHICAGO.

Malo-Creme, white or caramel . . . $1.00 Gal.
Malo-Scotch Sundae (half gal. cans) . . 1.00 Can.

Better Prices on Larger Quantities. Instructions, and Attractive Advertising Matter With Every Shipment.

White-Stokes Company, Inc.

Manufacturers,

Formerly known as Mazetta Mfg. Co.

Chicago.

and is very useful in serving specialties. With the only apparatus in town, you have, of course, a monopoly; but you can never tell how long that monopoly will last.

A druggist in a certain small town would not introduce ice cream cones, on the grounds that they would only involve additional trouble and expense, and that he had all the soda water business in town, anyhow. Soon another man opened up, put in ice cream cones, made an instantaneous hit, and used them to help build up a good soda business. The original druggist had to fall into line, and became a follower where he might have been the leader. It pays to be a leader.

We advise, therefore, the use of ice cream. You can get along nicely with a vanilla ice cream; and with vanilla and chocolate you have all that could be expected. The next question is that of crushed fruit. Peach, pineapple, and strawberry make the best sellers. Two of these will make a good showing, and with all three of them you are above criticism. The druggist in a small town has constant opportunities to secure fresh fruit at reasonable prices, and can make up many attractive specialties in season. As regards sundaes, three or four standard formulas will give you a first-class showing. In hot flavors, if you carry beef, clam, coffee, and chocolate, you have the standard sellers.

To recapitulate: 10 cold syrups, 4 hot flavors, 1 ice cream, 2 crushed fruits, and 3 sundaes, will make a good showing, and a very slight addition to this list will put you above criticism. The list is not a long one, and involves very little trouble. A beginner who starts with such a foundation to build upon, will not go far wrong in running his soda water business. A bewildering array of fruits, nuts, and water ices is very fine, but first lay a solid foundation, and then add your specialties. A soda business built up in this way will last, and it will make you some money.

8. Suggestions to Large Dispensers.

We offer here a few ideas collected from various sources. An interchange of ideas is never harmful, and big business houses often hold conventions for this purpose. A druggist running the only soda fountain in town needs only to serve good soda, and he will get along nicely. Given the standard flavors, ice cream, and a few crushed fruits, he can satisfy all comers. The business is conducted along broad, easy-going lines, and there is no competition.

But take a large city, with six handsome stores within a radius of as many blocks, all striving neck and neck for business. Suppose these six stores all start on the same basis, all carrying the same standard syrups, getting the same prices, and making first-class soda. They will probably divide up the business in about equal proportions. Suddenly one of these stores puts out a novelty. Immediately, it begins to gather in the "floaters," people in search of something new.

Novelties, as we all know, count for much with city trade. Attractive specialties will always draw a certain amount of custom. Thus business seesaws back and forth, and attention to detail often wins the dollars.

Ice Cream Molds.

The ice cream mold opens up a world of possibilities. You can have almost anything you wish made to order in the way of an ice cream mold. A Thanksgiving novelty was a turkey sundae, the representation of a small turkey served in vanilla ice cream with a dash of cranberry syrup over it. It made a hit. The contrasting colors made it attractive to the eye—an important point, as we all know. It was only vanilla ice cream,

one of the simplest things at the soda counter, dispensed in a novel way. The idea sold it. This was put on sale for a few days around Thanksgiving, then withdrawn, and put out later during the holidays.

One of the simplest of ice cream molds turns out a representation of a club sandwich. It doesn't make any great difference how you make up the ice cream sandwich. The idea sells it; and as a seller it is a wonder. We give elsewhere directions for ice cream club sandwiches, which are dispensed as sundaes. These specialties should be advertised by means of placards. Customers who see them being made up, want them; but people who do not know about them, do not, of course, ask for them.

What could be more attractive than a pear of ice cream, with a candy stem, and drenched with pear syrup? The ingredients are all old. Nothing new here —except the way of serving.

·TRY AN ICE CREAM PICKLE.

Wouldn't that sign attract any school girl? All you need is the mold. The pickle is made of vanilla or chocolate ice cream, and they are both very familiar to school girls. A small banana of rich yellow ice cream is attractive, and you can serve it with a dash of banana syrup. How about heart-shaped sundaes for St. Valentine's Day? Why, you couldn't keep the girls away from them.

Tumblers and Straws.

A drug store caters to all kinds of people, to pleasant people and to peevish people, to optimists and to cranks. Some of your customers may not think about germs or bacteria once a month; others think of germs or bacteria every time they eat or drink.

As regards tumblers, the only way to absolutely avoid criticism is to serve every customer with a dry, polished glass. It is not always practicable to do buffing or polishing at the soda counter itself. Generally it is better to do this in the basement or in another part of the store. A system that works very well is to use the tumbler washer for rough washing, and to then put the tumblers aside to be removed, rinsed, and polished. This does away with carrying sloppy trays through the store and perhaps spilling refuse along the route. It is always a good plan to get rid of refuse as soon as possible.

Any store that cares to take the trouble can serve dry, polished tumblers. The only requisites are plenty of tumblers and sufficient help. If you do this, the most captious customer will have no grounds for complaint.

There are several ways of handling straws. Straws are sometimes kept in tall covered jars, sometimes in flat dishes which permit the straw to be grasped in the middle, the fingers not coming in contact with either end. In some stores, customers are permitted to choose their own straws, and this system would work very well if customers would not finger the straws. Why customers should be so irresolute as to have to finger the straws in making a selection, is a mystery in its way, but the fact remains that they often do. In some establishments, the dispenser hands out the straws, and there would seem to be no particular objection to this method. As between the two systems there is no great choice.

Some stores serve each customer with two straws enclosed in tissue or waxed paper. These narrow packets are sealed, and each customer may tear open the package and remove his own straws. There has been some little discussion recently about the handling of straws at the soda fountain. To a casual observer, the question does not seem to be one of momentous weight, but we must remember that it is attention to details that

wins customers. Machines for protecting and dispensing straws are now on the market.

War on Flies.

Fifteen years ago the common or house fly used to buzz around without exciting any particular comment, but the fly has come in for a great deal of discussion during the past decade. There have been scientific discussions, public lectures, and organized crusades. Illustrated lectures on flies as filth-carriers have aroused considerable public interest, and there has been a great deal in print on the subject.

As a result, the public is lined up solidly against the fly, and people who tolerated him a few years ago are now his bitter enemies. There is no doubt in the world that the house fly is a filthy pest. If you will watch the operations of one of these pests in a dining room, you will see it display a wantonness that is almost unaccountable. It does not seem driven by a desire to satisfy hunger, but will alight in turn on every dish of food in the room.

A fly will alight upon a plate of cakes and will not rest until it has clambered over every cake that it can reach. A fly will wing its way directly from the filth of the street to the food displayed upon a soda counter or in a dining room, and will climb over such food until driven away.

Such traits have not endeared the fly to mankind. Many intelligent people feel deeply upon this subject, and no business man can afford to ignore the intense antipathy which most people now harbor against the filth-carrying fly. This antipathy is growing every day. It is something that we cannot afford to overlook, as it means possible loss of business.

Two or three flies buzzing around a handsome store will make themselves very prominent. The fly is not retiring in his habits. He will make his presence known. With people feeling as they do on the subject, his ceaseless activities can hardly fail to offend. It therefore behooves us to make war, and uncompromising war, upon our enemy, the fly.

Other Suggestions.

We wish to call the attention of dispensers to the possibilties of oysters at the soda counter. Oysters, where they may be had conveniently, are now being served at many fountains, and the public is responding well. The oyster cocktail makes an appetizing and attractive novelty. It is easy to serve and its possibilities are large. With certain people, few novelties are more popular than this. Clams are served in the same manner and crab meat has also been added to the list. We give elsewhere directions for serving these attractive specialties. Oysters and clams are also being served on the half shell.

Most Americans drink soda water, but there are some who prefer other drinks. If we can reach this class, we are bringing people to the soda counter who might not otherwise be regular patrons. With competition keen, no class should be overlooked.

Plain coffee has its devotees, and most of them cling to their favorite drink. Iced coffee is a drink that has been somewhat overlooked. Possibly it has been overshadowed by its better known companion, iced tea. Both are great drinks and make good sellers, show a large margin of profit, and are easy to prepare. Hot tea and coffee in individual pots are making headway wherever they are being introduced.

For a thirst-quencher, there is nothing finer in the world than lemonade, either plain or with thin, small slices of luscious pineapple—some people prefer it one way, some another. A bowl of this standard beverage makes a great card for a sweltering day. Those

Whether You Buy or Not

You help yourself to judge the MERITS and DEMERITS of SODA FOUNTAIN CONSTRUCTION

When You Let Us Point Out the Superior Workmanship of

Progressive Fountains

And show you the qualities that have made them the most popular fountain in America to-day. It takes the exposition of **real worth** to make the shortcomings of other systems apparent.

Progressive Fountains

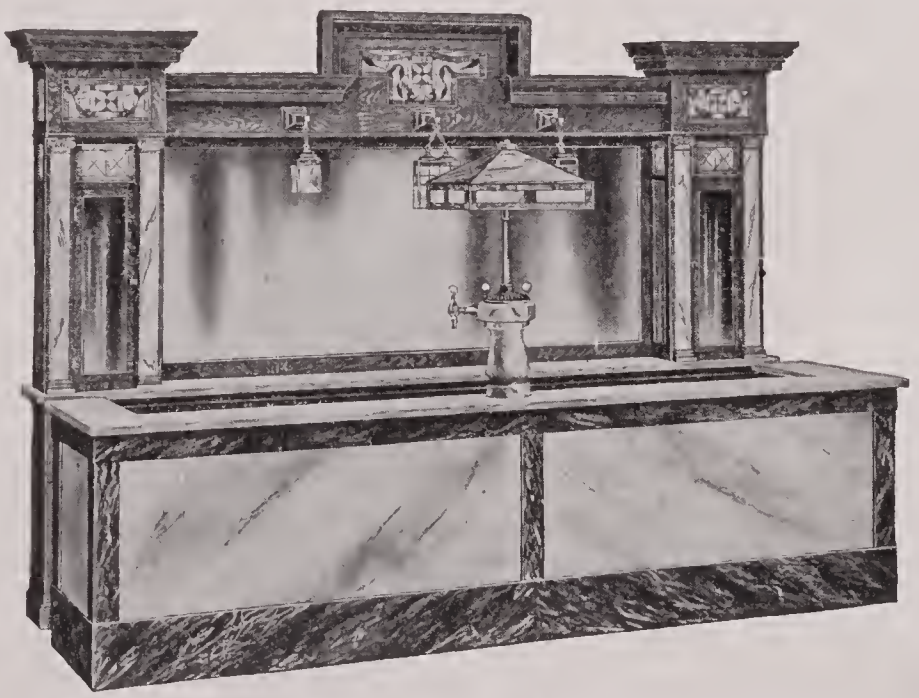
EXCEL IN STABILITY OF CONSTRUCTION, ARTISTIC APPEARANCE, REFRIGERATION ECONOMY, SERVICE APPOINTMENTS AND GENERAL SATISFACTION TO THE OWNER.

And you will be quick to observe these points when you compare their **service worth** with more pretentious apparatus costing thousands of dollars more.

No. 925

Is a fair sample of PROGRESSIVE FOUNTAIN and it incorporates the best equipment that mechanical ingenuity can devise at any price.

Let Us Tell You About Our "Progressive" Line.



We Have What You Want. If Not We Will Make To Suit Your Store.

Iceless Fountain No. 925, 12 Feet, Complete.

Built in ten, twelve and fourteen feet lengths. Total height over all 9 ft. 2 in. Height of Back Bar base 40 in. Width of Back Bar base 14 in. Top of Back Bar base marble 14 in. Size Mirror 40x96 in. Size Buffet 20 in. wide, 9 in. deep. Height of Counter 40 in. Size Counter Top $1\frac{1}{4}$ in. thick, 14 in. wide. Total length Returns on top 36 in. Width of Base, 10 in. Verde Antique. Width of Pilasters and Frieze 4 in. Verde Antique. Shipping weight complete 4100 lbs. Shipping weight Back Bar 1400. Shipping weight Counter only 1500 lbs.

BUILT OF QUARTER SAWED OAK OR MAHOGANIZED BIRCH.

WRITE US ABOUT YOUR NEEDS.

The Progressive M. & M. Co., Pana, Ills.

unexpected hot days of early spring, when people still have on their winter flannels, offer rare opportunities for lemonade. The fountain may be closed, or may not be in full swing. The day may open cold and gradually grow warm. But you can make up a bowl of lemonade and get it on sale within ten or fifteen minutes, and it would be difficult to fix up a line of soda syrups as rapidly as that.

We cannot pick or choose our customers, and it is well to have something to suit the tastes of all. The fountain, like the prophet, may well aim to be all things to all men.

9. Naming a Drink.

A good name will not carry a poor drink to success; but a good name attached to a good drink forms a strong combination. No rules can be given for thinking up a name guaranteed to carry a drink to world-wide success, for such names are largely a matter of inspiration and are not often found.

But no article has to have a peculiar or unusual name to win success. Some of the best known articles on the market have plain, matter-of-fact names. Persistent advertising covering a long period of years has made these names familiar to everyone, and a name thus established becomes immensely valuable. Names given to fountain drinks are not expected to last indefinitely. Now and then a name given to a drink or to a dish becomes permanent. Peche Melba was a name not known to our grandfathers, but it will probably go down to our descendants.

Now and then a name is orginated that takes its place in the language. We all know that the sandwich is said to have derived its name from Lord Sandwich. The word "sundae" will probably find its ways into our dictionaries, if it has not done so already. Such names identify certain compounds or combinations. Names attached to fountain drinks are generally ephemeral. But they interest the public, help business, show that the druggist is alert, and thus have their uses.

Historical Names.

Current history has always furnished a wealth of names for special drinks. During the Russian-Japanese war, "Togo" drinks were numerous. Throughout our unpleasantness with Spain, "Dewey" drinks were plentiful. Wars, political campaigns, jubilees, coronations, all such events bring into being a list of drinks appropriate to the occasion. Names of this character are usually very striking. They attract public interest and help to make a drink a seller. The march of events may crowd them out eventually and cause them to be forgotten, but for the time being they do good service.

An event does not have to be of world-wide importance to enable you to coin a valuable name from it. Every newspaper man will tell you that people are more interested in what is going on in the hometown than they are in events in China. Take your cue from this, and if you can coin a good name from a local episode, try it and see if it won't get you some business. Names of this sort must be good-natured, however. If there is a hot local campaign on, do not select a name that will please one faction, but irritate another. Names that may make enemies are to be avoided. There should be no politics in business.

Names appealing to public spirit or to patriotism are always in order, since nearly every individual feels it his duty to take at least one go at them. Cherry drinks, for instance, make good headliners for Washington's Birthday, and any kind of a drink with a spread-eagle name to it will sell well on the Fourth of July. We can well imagine that during Revolutionary times soda would have taken precedence over tea. Unfortu-

nately our national drink was not then being sold extensively. But try a "Yorktown" special next Independence Day, and see if there isn't a demand for it.

Once in awhile an event causes such widespread discussion that a host of drinks with significant names deluge the market. It has not been so very long ago that "North Pole" specialties were selling briskly. One of these specialties was so appropriate that it deserves particular mention. A half globe of vanilla ice cream was placed in a sundae dish, at the apex was placed a candy pole, and from the base there was traced in chocolate syrup a tortuous route to the Pole. This idea, with numerous variations, was taken up widely. It is needless to say that it made a good seller.

Books and Plays.

Names derived from books and plays are always useful during the vogue of the book or the play from which the name is taken. When a book takes the country by storm, as "Trilby" did, the value of such names becomes obvious. The vogue of "Trilby" amounted to a craze, and all sorts of specialties were named for that unfortunate heroine. Their lives were not brief, either. Nearly every season produces its best sellers, and it is a very easy matter for the dispenser to follow the trend of the times. The drink itself need not necessarily be altered materially.

As regards plays, a drug store in a theatre district has a very good chance to get business along these lines. It is perfectly feasible to have a new name almost every week. Theatre-goers often drop into a drug store after the play, and what would be more natural than to take an interest in a drink in some way connected with the play just witnessed? Young people like these things, and are interested in them. And young people, we may say in passing, drink a large amount of the soda water consumed. Consequently, anything that interests them will get business.

To the matinee girl, a large consumer of soda water, there is nothing more interesting than her favorite actress or actor. Any name relative to a popular actress or actor will make the drink bearing that name a seller. This especially holds good in a downtown or theatre district. These names do not lose their value so quickly as some others, for very often a favorite actress will keep her popularity for more than a generation. The druggist in a small town should not consider it useless for him to consider these matters, for often it is easier to arouse interest in a small town than in a large one. Books go everywhere and plays go to a great many places. While a play cannot always go to a town, the people of that town can always go to the play, even though they have to do some traveling.

We repeat that these things especially interest young people, and that young people are well worth catering to. Of course, if a man drinks lemon soda and wants nothing but lemon soda, you can hold his trade by giving him good lemon soda and by being courteous. He expects nothing more. But there are a great many people who like to float around. This is probably the case with a large proportion of the younger people. Youth is changeable, constantly seeking after novelty, ever interested in anything new. Such qualities have always been inherent in youth, and no doubt always will be. Such being the case, anything that caters to this desire for novelty will attract the young people, the floaters of all sorts, and tend to make permanent customers of them. If you can't make permanent customers of them, you can at least get a large share of their business.

Names from Other Sources.

Other sources of inspiration are numerous. Popular songs and games furnish a great many names. Every perfected invention of note brings a number of fountain drinks in its train. For the past several years "auto" drinks have been much in evidence, and now "aeroplane" drinks are beginning to acquire vogue.

Drinks named for the various colleges have always had considerable popularity, and no doubt always will.

Special seasons and holidays involve a certain amount of sentimental interest. A heart-shaped sundae, for instance, makes an attractive novelty for St. Valentine's Day, and all kinds of shamrock drinks ought to go well around St. Patrick's Day. A turkey sundae with cranberry syrup has been known to sell well around Thanksgiving, the "turkey" being turned out of an ice cream mold. It was made of vanilla ice cream and bore a general resemblance to a small turkey. The Christmas season always introduces a number of suitable specialties, and thus it goes throughout the entire year.

In seeking a name for a drink, the current news columns offer a fertile field. Anything that is talked about by the public will help sell a drink. Of course, you ought to choose your names with discrimination, and avoid anything that might give offense. The latest big ship, the newest dress craze, the harmless fads and follies of the day, any ludicrous happening of unusual proportions, all these things furnish current news and also names for fountain drinks.

As we say, such names are often ephemeral. But they do no harm, they do stimulate business in a measure, and once in awhile a dispenser hits upon a name that brings him in a lot of money. We repeat that timely or catchy names interest the public, show that the dispenser is on the alert, and thus have their uses.

10. Supplies and Accessories.

The question of supplies is an important one, as the supplies purchased have much to do with the success of the soda fountain. Druggists and other dispensers today buy much that they formerly manufactured, and this tendency is constantly growing.

Manufacturers, by buying in large quantities and conducting operations upon a large scale, can often offer products for less than it would cost the dispenser to do his own manufacturing. Large manufacturers are able to watch the markets, take advantage of favorable conditions, and buy to the best advantage. Some very excellent products are now being turned out by the various manufacturers, and these are coming very generally into use.

Buying Supplies.

It is self-evident that the dispenser who wants to build up a permanent business must buy good stuff. A man who is looking for the cheapest goods on the market will not strike bottom for a long time. Every few months he will find something cheaper, and, if cost be his only consideration, he will probably buy it. But cost should not be the only consideration. Quality comes first, then cost. Not how cheap, but how good—that is getting to be a familiar slogan, and it is a valuable motto for any business man to live up to.

The dispenser of soda water is in a peculiar position. Often he gains nothing by purchasing inferior supplies that happen to be cheap. A man might make a poor suit of clothes do duty for a time and thus save money. But if you buy inferior extracts or syrups you generally have to use twice the quantity, and thus your object defeats itself. It is very difficult to save money in this way, and the experienced dispenser will not try to.

No. 4.

No. 18.

No. 228.

No. 16.

Rockford Quality SILVER PLATED Service Ware

FOR

Soda Fountain Use

Has contributed, more than any other factor, to present ideal conditions of service at the Fountain.

It lends an environment of Daintiness and Refinement that makes the Fountain a rendezvous for the best class of trade.

It constitutes the key to perfect service and greater patronage, hence more profit.

All Jobbers

IT WILL BE FOUND AT THE BEST SODA FOUNTAINS.

Specify Rockford Quality

Rockford Silver Plate Co., :: Rockford, Ills.

Round Bowl,
Either Handle.

Oval Bowl,
Twist Handle.

No. 239.

No. 4.

No. 226.

When you have found a satisfactory brand of goods, stick to it. Constant shifting will hurt business. Changing brands is apt to disturb the uniformity of your drinks. It is not meant by this that superior products are not to be adopted when the chance offers. Quite the contrary. Fountain products are constantly being improved and it behooves every dispenser to keep abreast of the times. But do not make aimless changes. Frequent changes, made without any particular reason, are apt to bewilder customers and this is a thing to be avoided. But if you find you can improve a drink by making a change, then it is always advisable to do so.

Small Accessories.

It is well to have your small accessories, and your large ones, too, for that matter, in keeping with the apparatus. A cheap, crude lemon squeezer certainly looks out of place in front of an onyx fountain which may have cost several thousand dollars. The cost of the best accessories will not amount to very much and this is a poor place to skimp. Fine accessories are within the reach of every dispenser, and they add much to the status of the business.

There is a silvered steel knife made for cutting fruit, for instance, which will not become discolored and will not give the fruit a metallic tang. Such accessories, which are made especially for fountain use, look better and render better service than mere kitchen utensils bought at random and pressed into service at the soda counter. Have plenty of small accessories and have suitable ones. Makeshifts are always unsatisfactory. You can seldom extract a cork properly with a penknife. For this purpose you need a cork-puller. In dispensing ginger ale, the round-bottomed bottle is very awkward to handle unless you have a bottle holder. Spoons do not look well strewn around the counter They should be kept together in a neat spoon-holder.

A FEW DONT'S.

Don't wear flashy jewelry.

Don't let syrup stand on the counter.

Don't be furtive in mixing drinks. Let the customer see as much of the process as you can.

Don't stand and eye a customer who is drinking soda.

Don't discuss pennant prospects when customers are waiting.

Don't let the syrup run out.

Don't break your eggs under the counter; come out in the open every time.

Don't divide up a party; try to serve their drinks as nearly together as possible.

Don't get into arguments.

Don't try to convince a customer that he wants something else; he may know what he wants.

Don't talk politics.

Don't pose as a referee on all sporting events.

Don't stare at the lady customers.

Don't try to tinker up a drink if a fresh start will yield better results.

Don't sneer at a customer who has a new combination; some good drinks have been perfected in this way.

Don't be a chronic grouch.

Don't use a chocolate-encrusted spoon to stir a fruit drink.

Don't confer a favor in an ungracious manner.

Don't watch the clock.

Don't growl at a customer who comes in just at closing time.

Don't be fresh.

Don't drag the glasses away from customers before they have finished.

Don't waste materials.

Don't ignore the poorly-dressed customers; sometimes they have the most money.

Don't neglect children.

Don't shirk unpleasant duties; do your share.

Don't slam things around.

Don't try to do two things at once; finish with one customer at a time.

Don't play favorites.

Don't tell a customer that something else is just as good. He may not think so.

Don't be too well satisfied with yourself.

Don't be too much of a juggler; it is sufficient to serve the drinks well.

Don't whistle all the popular songs of the day; you are in the soda water business, not in vaudeville.

Don't be too blasé to learn.

Don't fail to read the National Druggist every month.

WHAT THE SODA WATER BUSINESS REALLY IS.

As a man looks at his business his success may be usually gauged. If he doesn't like the business he is in, if he is ashamed of it, dissatisfied with it, the chances are that he is not taking any large profits out of it, or building any steam yachts with the proceeds thereof. Money doesn't come any too easily these days, and with competition keen, a man has to put snap and vim and go into a business to make the books show the right kind of figures at the end of the year.

A great many druggists simply tolerate the soda fountain end of the business. They frankly admit they don't care for the soda-water business, and they are well within their rights. Every man is entitled to his own likes and dislikes in matters of this sort. There are druggists who have no soda fountains, and druggists who have them but won't operate them, and druggists who operate at about half pressure, and druggists who operate at full pressure with the key to the front door thrown away. And this is all right. Every man to his taste.

But there are druggists who say that there is nothing in the soda water business, no money in it, nothing to it, no profit. Usually they advance no arguments in particular, but content themselves with saying that it is a small business, a five-cent business. Now it is, no doubt, a five-cent business. We may grant that. But is this a stigma? Is a business, simply because it is a five-cent business, to be passed up and sent to the scrap heap? Is a five-cent business worth going into? Is there anything in it? Let us look into this proposition a bit.

A Five-Cent Business.

The traction business is a five-cent business. It constitutes a tremendous business structure, a monument to American pluck and progressiveness, but its cornerstone is the humble nickel. It is a five-cent business pure and simple. Turn it around, look at it from any angle, it is purely a five-cent business. Is the traction business any good? Is it worth anything? Does it show a profit? Would you like to get into it? Is a five-cent business worth fooling with, anyhow? Well, let us cite some cases.

One traction magnate recently bought a painting in Europe, and the price he is said to have paid $500,000. Just to be fair about it, we will cut the figures in two, and say that he paid $250,000 for this painting.

Now, $250,000 is quite a tidy little sum. It would buy twenty-five handsome houses, or ten very handsome houses, or a couple of palaces. To own one automobile is considered some luxury, but

this amount would buy 125 automobiles. And yet this sum was spent for a single picture. It does not represent the traction magnate's entire fortune, or even an appreciable part of his fortune. It was spent for a single picture, covering a wall space of, say, six feet by eight.

The magnate has other pictures, many other pictures, hundreds of other pictures. While they did not cost $250,000 each, they did cost large sums, and the value of his art collection alone runs into several million dollars. All the result of a five-cent business.

Another traction magnate has figured in the press lately as buying his son a bank and his daughter a duke. It costs some money to buy and maintain a duke. All the result of a five-cent business.

The telephone business is largely a five-cent businss. Much of its income is derived from the humble nickel, yet the telephone business has grown so great that the government is threatening to give it a spanking for trying to absorb all the money in sight. Pretty good for a five-cent business.

We all know the five and ten-cent stores. Chains of them link our towns together, and the volume of business done in these stores is said to be something enormous. At the time this article is being written, one of the leaders in this line of endeavor is engaged in constructing the tallest office building in the world. It is considerably taller than the Washington monument and occupies a lot of fabulous value. All the result of a five-cent business.

Consider the motion-picture theaters. Our cities are literally studded with them, every town has a dozen of them, and every village one or two. It would be very difficult to estimate the amount of money invested in this business, for the moving-picture theater is doing business in every part of the civilized world. They have them in Siberia and they have them in Turkey. The amount of money set in motion by this vast business would easily aggregate an ocean of nickels. Thousands of people get their support from this source and thousands of fortunes are being rolled up in various parts of the world. Yet it is only a five-cent business, nothing more.

Look at the brewing industry. The brewer is, of course, a wholesaler, yet he must have an outlet to exist, thousands of outlets, in fact. These outlets are provided through the retailers, and the unit of values with the retailer is five cents. This business has purchased railroads, castles on the Rhine, titles, and steam yachts innumerable. All the result of a five-cent business.

Take the baking industry. Is there any larger, by the way, in the world? Everybody must have bread, the unit is the loaf, and the price is five cents.

When you simmer it right down, the oil of the world goes to the consumer in quantities costing five or ten cents. Many a magnificent business structure is resting on the foundation of the humble but always reliable nickel. The soda-water business is like many others of much greater pretensions. It is a five-cent business.

But is this a stigma? We think not.

Some Soda Water Figures.

Experts figure that our expenditure for soda water during the year 1911 totaled at least $500,000,000. Now this is a stupendous sum. The famous billion-dollar Congress, one of the biggest things of which we boast, only disbursed twice this sum. When figures get as large as this we can only grasp their significance by means of comparison.

For $500,000,000 we could build fifty Dreadnaughts.

For $500,000,000 we could almost keep our nation in shoes for an entire year.

Guaranteed under Food and Drugs Act June 30, 1906

Fremont

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UNFERMENTED GRAPE JUICE

MADE WITHOUT PRESERVATIVES

BEST FOR

Medicinal, Hospital, Sacramental, Table and Fountain Use

IT IS STOCKED BY MOST OF THE LEADING DRUGGISTS AND DEALERS IN FOOD SUPPLIES THROUGHOUT THE :: :: :: UNITED STATES :: :: ::

¶ It is expressed from the choicest assorted ripe Concord Grapes grown in the famous Lake Erie Island Vineyards.

¶ As a tonic food for the sick and debilitated it has no equal.

¶ Its purity and non-alcoholic properties make it a perfect sacramental wine.

The Fremont Grape Juice Co.

FREMONT, OHIO

Fremont

All Containers full measure

Fremont

This amount means more than $5.00 per capita for every man, woman and child in the United States.

For $500,000,000 we could send 100,000 boys through college.

It is said that this amount of money would wipe out the church indebtedness of the United States five times over.

The army and navy combined cost less than half this amount per year.

The soft coal industry of the United States does not greatly exceed this sum.

If $500,000,000 goes to buy soda water every year, certainly the soda-water business is no trifling affair.

The first three weeks of June, 1911, were cold, but about June 20 the weather warmed up. A Chicago expert estimated that Chicago spent half a million dollars on that day for cooling beverages of the "soft" variety. A manufacturer of ice cream who keeps a line on things, states that on a hot day Chicago disburses more than $200,000 for ice cream and ices, and about $100,000 for soda water and "soft" drinks. This is his estimate for a very hot day.

Of course, we can not vouch for the accuracy of these figures, nor would the expert himself, we imagine. They were only offered as an estimate, but they do not form an unreasonable estimate. Split them in two, if you will, and the total is still astounding. Think of this amount of money being spent on soda water in but one city of this vast country! Chicago is a big town, but it is only one town, and there are many others contributing to the grand total for the United States. Viewed in this light, $500,000,000 does not seem an unreasonable amount.

Take the individual druggist. The soda fountain has frequently been known to carry a new druggist through his first year, while his prescription business was struggling along. The soda fountain has frequently been known to pay rent, clerk hire, lighting and all other incidental expenses, leaving the profits on the drug end of the business clear net. The soda fountain has been known to do all this and pay a big profit besides. An investor thinks he is doing very well if he gets 10% out of real estate, but the soda fountain has frequently shown a profit of $3,000 on an investment of about the same amount, which is an annual profit of 100%. They say that money talks, and it certainly speaks up loudly when it runs into figures like these.

As a Man Thinks.

Shakespeare says: "There's nothing either good or bad, but thinking makes it so." This applies perfectly to the soda-water business. If a man thinks soda water is a piffling business, why then, in so far as that man is concerned, soda water is a piffling business. He may even make a sucess of it. He may clear $10,000 a year. But the chances are that if he would change his opinion he could make $20,000 a year. A man making $10,000 a year, however, is hardly likely to think soda water a piffling business.

On the other hand, for the man who thinks soda water a good business, soda water will be a good business, and this man will get every dollar out of the business there is in it. Every man has, of course, a right to his own opinion. But it seems to the writer that one who prefers to maintain a hostile attitude toward soda waer had better get along without it. What is the use of carrying a side line that you do not believe in and do not like? Would it not be better to throw the fountain out entirely rather than operate it in a half-hearted way?

But there is yet another course. You need not throw the fountain out, neither need you operate it in a half-hearted way. What then? Why, change your view-

point. Get to believing in soda water; get to believing that it is a big thing. You strike some towns and find everybody moaning and groaning, jealous and suspicious of everybody else, and complaining that times are hard. And times consequently are hard. How could they be otherwise under such circumstances? You go on a little further and strike a different sort of atmosphere. The towns are booming, all the business men pulling together, and everybody rooting for the home town. Spend a few days in one of these live towns. Everybody swears the town is a wonder, consequently the town is a wonder.

That is all there is to it. It is no mysterious secret. Get acquainted with soda water. Visit one of the big towns where somebody is operating a $20,000 soda fountain and getting ample returns on the investment every year. Rise early and spend the day at this fountain. Watch the icing process in the morning, watch the cleaning process, note the syrup jars being filled. Consider the immense quantities of materials used. Watch the dispensers at work at this big machine. Note the throngs of customers being served every hour of the day. It will give you a new idea as to things and you can go back to your own soda fountain with a new viewpoint, we trust.

You may not be able to do such a big business, but all things are proportionate. The big man has big expenses, too. The chances are that you can show an equal percentage of profit on the capital invested, and you may be able to show a much larger percentage of profit at the end of the year. If so, you win. Anyhow, get into the game. Be a believer in soda water, or in anything else you go in for. Play the game with a vim. It will make your business better and make your health better; it will lengthen life and double your interest in life. Soda water is a five-cent business, but so is the traction business, and the traction business has produced many a millionaire.

UNIFORMITY IN SODA PRODUCTS.

We can not impress too strongly upon druggists and other dispensers the desirability of having your soda products uniform, always the same. This is a point that is apparently overlooked by some dispensers, by many dispensers, in fact; so many that a few words on the subject should not be amiss.

Sometimes one goes into a resturant and gets a dish that is well-cooked, well-served, and quite to the taste. It may not be an expensive dish. It may be, let us say, a plate of baked beans. Now, some people do not eat baked beans because they are cheaper than terrapin. Some people prefer them to terrapin; they like baked beans, and they do not care especially for terrapin. Let us say that you go into a restaurant one day and are served with a very fine plate of baked beans. You put that restaurant down as a good place in which to get baked beans. A few days later you visit it again; perhaps taking along a friend, and regaling him on the way with word pictures of the baked beans to be secured there.

You sit down and call for baked beans, you wait with pleasant anticipation, and presently the beans are served. They are half raw, they are soggy, they are not good. You scratch that restaurant off your list. Some time later you forget, or relent, and try it again. The beans are good. Again you take around a friend. The beans are bad. Then you realize that the restaurant is not to be depended upon, that it is all a matter of chance what you are going to

get, and you lose interest in it. You certainly never feel safe in going there with a friend. The place can not command your steady patronage, and it is doubtful if it can command any part of your patronage. What is the matter with this restaurant? Simply this: its products have no uniformity. Its proprietor has not learned the secret of keeping his products up to a certain mark, or else he is too careless to see that this is done. Whatever the reason, the effect upon his trade will be the same.

Now if a cook can serve good baked beans on Monday, there would seem to be no adequate reason as to why he can not serve good baked beans on Tuesday. Of course, there may happen a day when he gets things extra fine. The oven may be just right, and he may be feeling just right, and everything may go just right, and the beans be very, very good. But there should be a mark that he can always reach. We do not expect the impossible, and we know that food products will sometimes vary. But beans should not be very good on Monday and very bad on Tuesday. Something is radically wrong when this is the case. We have all had experiences along these lines, and we know that the fault is usually with the cook, and not with the beans. Even should bad beans be selected to start with, that is the cook's fault. He is not supposed to select bad beans, and if he deliberately makes such a selection, he should be called to account.

On the same theory, the druggist ought not to serve good soda on Monday, and poor soda on Tuesday. This is stating it broadly, and it may be that no druggist does this. But it gets down to a finer point. The druggist ought not to serve a rich chocolate syrup on Monday, and a thin chocolate syrup on Tuesday; his chocolate syrup should be always the same. Can he do this? To all practical purposes he can.

The Formula Book.

Some may argue that it doesn't make any great difference, that if you turn out a fairly good article of chocolate syrup, it doesn't matter if the product varies a little from day to day. The writer believes that it does matter, and that you can not build up a great soda business without adhering rigidly to a formula book.

Take, for instance, the case of coffee soda. Drinkers of coffee in any form are usually sensitive to the slightest change, and the same holds true of the drinkers of coffee soda. They are generally what we designate as "fiends," not a very pretty term under some circumstances, but one that has lost any invidious meaning and is simply used in this connection to designate one who is an enthusiast. The coffee enthusiast can tell instantly if the coffee is not up to the mark. If you give him a different blend, he can tell it. The blend may be better, and he may not resent the change, but he knows that there has been a change, and he is not a person who cares for frequent changes.

Try to get good formulas to start with. If you can improve a formula, it is all right to do so, but the experimenting should not be done upon your customers. Do not make a change unless you are certain that you have an improvement. Your soda products should not fluctuate from day to day. The coffee drinker often comes to you in the first place because he happens to drink a glass of your coffee soda and likes it. He becomes a regular customer. He may drink four or five glasses of soda water every day. He brings his crowd with him. In short, he is an enthusiast. His custom is worth having, and it becomes very apparent that there must be no trifling with a customer of this sort. He expects a certain grade of coffee

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PORTLAND, OREGON, October 4, 1912.

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One of our customers, Mr. R. C. Churchills, Albany, Oregon, had one of your cabinets in his store recently and the store burned down. He was in to see us yesterday and said that although everything was a loss, and the Ice Cream Cabinet charred all the way through the one-inch board, yet the ice cream was in good shape, and people were rather surprised to see him take out the ice cream in good condition. We told him to write us a letter to this effect, and thought it might be a good testimonial for you. Yours very truly, GRAY, McLEAN & PERCY.

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Style 4, taper round wood-lined, with separate compartments. Made in 1, 2 and 3-can, in 3 and 5-gallon sizes.

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ICE CREAM CABINET

The **"Grand Rapids" Ice Cream Cabinet** represents the last word in the scientific construction of Ice Cream Cabinets.

Our present method of insulating cabinets gives you the **most economical**, the **most durable** and the **most satisfactory** Ice Cream Cabinet on the market today.

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soda water; he wants it every day in the week, and four or five times a day. Consequently, there must be uniformity. The soda must be always approximately the same.

The way to keep up uniformity is to have a formula book covering the entire process of mixing and dispensing. Both mixers and dispensers should be required to follow the same. An uncertain dispenser can ruin the finest product. It may come to him all right from the mixing department, but it has to be dispensed properly to be good. Good coffee syrup will not suit the average coffee drinker unless it is mixed with the proper amount of cream.

The writer remembers one dispenser who had a favorite among the coffee drinkers, and this favorite always got his coffee with four ounces of rich, solid cream. At five cents a glass, you can see where the profits went. It is risky to play favorites, as some other customer is always sure to find it out, and to resent it, and a watch must be kept over dispensers who are inclined to do this.

Uniformity is the best rule. Sometimes a dispenser will add a cherry to a sundae as a little compliment to an old customer; the dispenser's intentions are the best, and no harm should result.

But the next day he may forget the cherry for this customer and give it to another customer, with customer No. 1 standing by and watching the proceedings. Then there may be heartburnings and a customer lost. This seems a very little thing, but we have seen customers get angry over some very little things, and take their trade elsewhere, too. While you may occasionally be able to do something extra for a customer without getting yourself into trouble, as a general rule it is better to serve your drinks always the same to all customers.

To secure uniformity in mixing, the formula book is indispensable, and certainly uniformity in mixing is one of the most important of points. If you have several mixers, the man in charge should have the formula book in his care. No formula is to be altered without his approval. When a new man is hired, say, for instance, he is set to work making lemon syrup. He is sent to the formula book and told to go ahead as per directions, the process being completely set down, step by step. He makes lemon syrup according to this formula, and the result is your own grade of lemon syrup, the kind that you have always served and the kind that your customers expect. Now, should you turn the man loose and tell him to make five gallons of lemon syrup, you do not know what he is going to evolve. He may produce good syrup, or he may produce bad syrup; but the chances are that he will produce a syrup differing from what you have been dispensing, and that is just what you want to avoid. He may have some new wrinkles and be able to make a lemon syrup superior to your own lemon syrup, but is better to make him prove this before giving him a free rein. How are you ever going to build up a stable business if every new mixer who comes along is allowed to mix syrups according to his own rules? It can hardly be done.

There are druggists who have good mixers and who give them a free rein. They turn out good stuff, but they work without a formula book, and consequently they have the druggist completely at their mercy. Suppose a good mixer decides to leave? Suppose you are so unfortunate as to pick a poor mixer to fill his position. Your soda immedately takes a slump and will probably stay on the down grade until you hire a better mixer, and even when you get a good mixer, he will have to start and build up his own trade. But if all

mixers are working from a formula book, even the poor mixer is going to approach your standard, and if you keep an eye on him, he will ultimately be able to reach it. Plugging along on a uniform basis is better than having a genius who mixes his syrups according to his own whims and fancies. He may hit a high mark one week, but he may hit a low mark the next. You have no guarantee as to what he is going to do. Better have your formulas down in black and white, with every rule set forth in complete detail.

There was once a druggist in one of our large Eastern cities who seldom kept a mixer longer than three months. He was fussy, hard to get along with, and constantly changing clerks; but he had the best soda in town right along, simply because he kept a good formula book and every mixer was obliged to follow the rules therein. A man who had any knowledge of mixing syrups was bound to turn out good syrups merely through following the directions in this book. The druggist kept close watch, and thus he always had good syrups, although he never had a satisfied mixer working for him. This isn't good business policy, either, and we are glad to say that there are not many druggists of this stamp. A little good-will mixed with the syrups will never hurt the finished product.

Carbonating and Dispensing.

In carbonating, the wise dispenser will be particularly careful to secure a uniform product. The ordinary glass of soda contains about two ounces of syrup and about ten ounces of carbonated water, or proportions of five to one. We can see how important the carbonated water becomes. If it be flat, the glass of soda is flat, and consequently ruined. The syrup may be just right and the highest-priced stuff on the market, but it all goes to waste if the soda is flat. Charge your soda too high and it will gush out and splash syrup all over the place; it will be too "wild" to handle, and too "sharp" to drink, and besides you will be wasting gas. On the other hand, soda not charged to a sufficiently high pressure will be dead and "flat" and unsalable at any price. Here, we see, we positively must strike a happy medium, and it stands to reason that we must keep the product uniform. We do not want soda highly charged one day and flat the next. There must be a uniform product, and if uniformity is so desirable in this respect, why not in others?

A druggist who had formerly kept his portable tanks directly under the fountain in a small cellar, abandoned the cellar and established his carbonating outfit in a rear room on the ground floor of his store. He had to conduct his soda water just sixty-five feet. In the cellar he had always carbonated to 140 ponnds pressure, and he continued to do this after moving his carbonating outfit to the rear room. The result was that he had flat soda for several months before it occurred to him that 140 pounds pressure might send soda along very nicely at ten feet, yet fail utterly at sixty-five feet. He now charges at 170 pounds pressure and has very good soda.

In the dispensing department it may not be necessary to set things down in black and white to the last detail, yet there must be certain rules. It is an understood thing, for instance, that the dispenser, in making egg drinks, should not turn his back on the customer while breaking the egg, or try to conceal the process in any way. Eggs are more or less under suspicion at the best, and it should be the aim of every dispenser to handle egg drinks in a clean-cut manner and to avoid the impression that he is trying a hocus-pocus of any kind. The egg phosphate is a little more compli-

cated than some drinks, and there are customers who watch every move the dispenser makes. They follow his movements, step by step, and therefore it is probably well to train dispensers to work along uniform lines. The egg phosphate finished, it should not be topped with grated nutmeg one day and with powdered cinnamon the next.

A uniform drink should be adopted, and on such points we believe that you can never go wrong if you keep a formula book for the dispenser as well as for the mixer. The same arguments hold good. If you hire a green dispenser, you don't want him dispensing drinks his way. You want it done in your way. Of course, he can learn the rules by word of mouth, but it is very little trouble to get up a formula book, and it will pay for itself many times over before it wears out.

Uniformity! It is a word that means much to the soda-water world. In soda water, we must have uniformity of products to build any permanent business. We must have rules for mixing, carbonating, and dispensing. We must live up to those rules. We must follow them carefully. We must have uniformity.

AN ALL-THE-YEAR FOUNTAIN.

Nearly everybody agrees that it is a good thing for any druggist to get his fountain to the point where he can keep it open all the year 'round, and that every druggist should try to reach this point. The down-town druggists in the large cities never think of closing their fountains nowadays. Business keeps merrily on, summer and winter alike, and the buzz of the draft tube is never stilled. Some druggists in fashionable residence neighborhoods claim that their soda business is much better during the winter than in the summer months. This seems a strange statement at first glance, but the explanation is simple enough. Their fashionable customers go away in June and do not return again until October. Some druggists have a neighborhood so very, very fashionable that they do practically no soda business during the summer months, and yet show a very good balance of profit at the end of the year. The fact that their soda fountains show a profit indicates that people drink soda in winter as well as in summer.

The down-town stores in the cities do a good soda business right along, and the argument is advanced frequently that this is due to transients. Of course, a great deal of business comes from transients, and by transients we mean not only out-of-town people, but people who live up town and are down town for the day.

It would seem that the proposition becomes self-evident that if a man will drink soda water in another city, he will also drink it in his home town, provided he can get it. If a man will drink soda down town, will he not also drink soda up town, provided he can get it?

Is the "transient" a strange freak, who only drinks soda water when he is floating around down town? This side of the question is seldom thought of and very rarely brought up. Of course, men sometimes go to a city to get on a spree and a great many men indulge in intoxicants more freely when they are in a strange town.

But people hardly go on soda-water sprees, and it seems reasonable to conclude that the "transient" drinks soda water because he likes soda water, and not through any occult reason. If this conclusion be correct, he would be quite as likely to drink soda water in one place as another.

The down-town stores do not depend entirely upon transients for their soda-water profits. Far from it. They have their regular customers, who occupy

"True Fruit" Syrups and Crushed Fruits Will Do It!

Will Put Your Soda Fountain on a more profitable basis than ever before.

We KNOW because we make them.

We KNOW because we sell a large percentage of the trade throughout the Country, who are progressive and successful—trade who have made their SUCCESS on "True Fruit" QUALITY.

Your Fountain represents a large investment. You want to get the most out of it. There's only one way to do it. Use "True Fruit" flavors. Serve the very BEST soda it is possible to make.

You appreciate QUALITY. So will your customers—and be willing to pay for it.

Your entire store will be judged by the standard maintained at your Soda Fountain. It's your best advertisement if you serve good soda. Poor Soda is expensive, as it means loss of trade and loss of profits.

"True Fruit" products are "trade getters"—always uniform and satisfactory. Their QUALITY made them successful.

It will do the same for you.

Write for price list and information regarding new specialties.

Always specify "TRUE FRUIT" when you order.

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offices or stores in the immediate vicinity, and who come in day after day. At a rough guess, this class comprises about 75% of the trade; the transients, not more than 25%. These figures will vary in most sections, and near a depot or ferry entrance they will probably be reversed. But as a general rule, with the down-town stores, regular customers furnish a very large percentage of the business done. And this fact again indicates that people drink soda water in winter as well as in summer. The fact is, that drinking soda water is largely a matter of habit. It is a harmless habit, and one which will not fasten itself upon the drinker; but it is a habit, and you will find the same customers marching up to the soda fountain day after day.

Hot Soda as a Help.

Probably the best step to take towards securing an all-the-year fountain is the installation of a hot-soda apparatus. In the old days, when the soda season ended in September, many druggists closed down the cold apparatus, piled some empty cartons on the soda counter to fill up that gaping void, and gave over that end of the store to the roach and his satellites until summer came again. The effect was desolate, and the soda-water department during the winter months looked about as cheerful as a morgue, and was just about as profitable. Dust and cobwebs gathered, the fountain looked forlorn, and everything connected with it appeared to be forsaken and run down.

The advent of the hot-soda apparatus changed all this. With a neat hot-soda urn steaming away, that end of the store assumes a warm, cosy appearance the exact opposite of its appearance during the old days. Of course, if you are doing a cold soda business for six months and a hot soda business for six months, you have on all-the-year business. But the scheme goes further than this, the idea being to sell cold soda every day in the year. Hot soda will help you to do this. Keepers of statistics have found that when a man installs hot soda, his cold soda sales also take a jump. There are several reasons why this should be so. For instance, a group of six people will come into the store. Three of them will order hot soda and three of them will order cold soda, your cold soda sales thus keeping exactly abreast of your hot soda sales. Perhaps four people will order hot soda and two will order cold soda; perhaps only one will call for cold soda; in any instance, your cold-soda business has been helped.

Hot soda also boosts the sale of cold soda in this way. A customer, seeing your hot-soda apparatus steaming cheerfully away, will assume that the soda-water department is alive, and not sleeping (as in the old days) and call for cold soda. More people reason thus than you would imagine. A great many people do not care to call for soda if they think that you have the fountain closed down. They do not care to run the risk of calling for something that is not on sale. The theory works about like this. No man would go into a book store and call for a chisel, for he would thus make himself ridiculous, and people for the most part are very, very careful not to run the risk of making themselves ridiculous in any way. Thus a great many people do not care to call for soda water if they think the fountain has been closed down. They may have had unpleasant encounters with flippant clerks, and there are more flippant clerks in every business than there should be, or they may have some other reason for not calling for a commodity which may not be on sale.

You may think that such super-sensitive people are very scarce, but they are not scarce by any means. There must

be a great many of them, or hot soda would not help the sale of cold soda in the way it does. Then there are people who will patronize any place which seems lively and keep away from any place which seems dead. If the fountain looks active, and they see people drinking cold soda, they want cold soda. If nobody is drinking cold soda, this class will not call for it. They follow the crowd, others fall into line, and the consequence is that a good volume of business is rolled up.

HOT SODA IN HOT WEATHER.

Cold soda and hot soda also seem to sell together nicely for no apparent reason that we can place our hands upon. In some sections, we see hot soda selling well in August, the very month when cold soda is selling best. It seems strange to find people drinking hot soda in August, but when we reflect that people drinking boiling coffee may be seen on any day of the year, the hot soda phenomenon becomes less strange. It is simply a matter of education, and the druggists who are able to sell hot soda during warm weather have merely educated their patrons up to this point. Druggists who sell finished tea and coffee are able to sell it all the year around, and this is a good way to make a start. A druggist advertising hot beef tea as a leader for the Fourth of July would be received with derision in some localities. But should the same druggist advertise hot coffee, nothing would be thought of it, and the very people who laughed at his hot beef tea would drink his coffee. So strangely is human nature constituted.

The druggist starting anything new must be careful not to start the wiseacres to smiling. A local joke spreads rapidly and is hard to down. It has been so since the beginning of the world, and will doubtless continue to be so until the end of time. Columbus was a huge joke to most people who knew him, and Sir Isaac Newton drew more than one laugh from the wise men of his day. It is easier to sell cold soda "out of season" than hot soda, but either thing may be done and is being done. A druggist in a very large city may put anything on sale he pleases, and he will find customers. He may never have sold hot soda in his life, yet he can install a full outfit, if he wishes, on the Fourth of July, including hot beef tea, hot clam, and all the rest of the list. Hundreds of the people who pass his store will not know that the proposition is new. So far as they know, hot soda may have been been an established institution in that drug store for years. Consequently, there is no hanging back, and the druggist can do some business from the start.

A druggist in a small town starting the same thing may find his facetious friends dropping in.

"Well, well," they may say. "Trying to sell hot soda in July?" And then there is a grand laugh. But let the druggist start off with hot coffee alone, and there will be nothing funny about that proposition. The restaurants sell it in hot weather. There is no joke attached. The druggist can make his start with hot coffee, gradually add beef, clam, and the rest of the list, and within the month be running a full line of hot soda without evoking the ghost of a smile. You have to look out for the jokers; they have killed many a business proposition. Do not get the idea that hot soda can not be sold in summer. Some druggists are selling thousands of glasses every summer, and the queer part about it is that many of these druggists are located in the extreme southern States. There are many people who drink cold soda because they are warm; there are many people who drink hot soda because they are cold; there are many others who drink

hot soda or cold soda because they want it, and the state of the temperature matters no whit. And this last class drinks a great deal of soda water, by the way.

Do not get the idea that cold soda can not be sold in winter. Some druggists are selling thousands of glasses in December, and many of the druggists are located in the extreme northern States. Cold soda may be sold on the coldest day of midwinter. Other druggists are doing it. Why not you? It is simply a matter of sizing up local conditions and starting an educational campaign. The best way to keep cold soda going through the winter is to keep the fountain open, and the smallest fountain ought to have a few syrups on tap.

Ice Cream Business as a Help.

A druggist running a small store in one of our large cities decided that he would keep his fountain running all the year and try to do some cold soda business during the winter months. Accordingly, when the regular season ended in September, instead of closing his fountain, he gave the soda department a thorough overhauling, put in a hot apparatus, and prepared for his winter campaign. He did cut off a few of his fancy drinks, but the reliable sellers, such as chocolate, vanilla, orange and lemon, he continued to keep on draft. He had heard that some winter business may be done in ice cream, so he made arrangements with an ice cream factory to keep him supplied with ice cream in bricks, and to furnish him ice cream in larger quantities as desired.

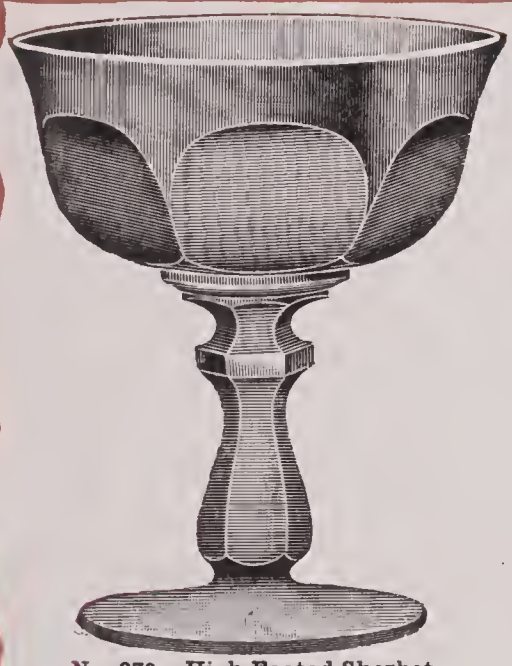
Then he got out a neat circular and billed his neighborhood thoroughly, informing his customers that he was ready to supply ice cream to meet any demand. He talked ice cream to those customers with whom he was on good terms, and he soon had the community familiar with his plans. The idea works about like this: Some lady in the neighborhood is giving a little party. At ten o'clock she telephones to the druggist, and he sends up the requisite number of bricks right off the ice. Or, we will say that a household has unexpected guests. Three or four people drop in to pay a call. At the proper hour, the host slips down to the drug store and buys enough ice cream to supply the company, or the druggist stands ready to fill a telephone order at any time. This druggist built up business from the start by taking pains to make his people feel that he was glad to fill small orders, and to fill them promptly and cheerfully. Telephone business was made welcome, and a constant advertising campaign was carried on.

The druggist went after church business, lodge business, any business that would sell some ice cream. If he heard of a church fair, he went after the ice cream end of it and generally secured it.

These big orders were filled from the ice cream factory direct, and the druggist never saw the goods. He got a great deal of lodge business in the same way, simply acting as jobber, and not actually handling the goods.

The results that this man attained were very surprising, particularly to himself. A year or two before he had left a rich neighborhood, which was becoming crowded with drug stores, and had emigrated to a much poorer neighborhood in another and somewhat isolated part of the city. Here he was a pioneer, opening a new store, and building up his business from the ground. In his old neighborhood, he never sold a glass of soda water from October to April, nor did he ever sell a nickel's worth of ice cream during the winter months. In his new neighborhood no druggist had ever sold a brick of ice cream during the winter months. Yet there was plenty of entertaining going on in a modest way and

HEISEY'S GLASSWARE



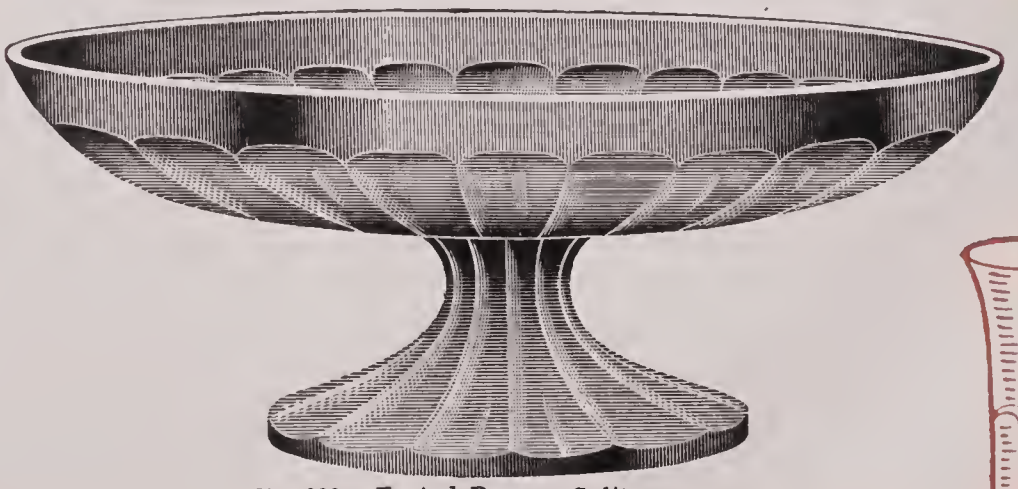
No. 373. High Footed Sherbet Shallow

HEISEY'S

GLASSWARE

The Autocrat of the Fountain

Heisey's (H) Glassware on the fountain presents a bold array of sparkling and graceful accessories. It is as necessary to the beauty of the fountain, as jewels are to rings. Use Heisey's (H) Glassware. There is an unseen quality of wear beneath its dazzling facets not found in any other make, which shields it from the blunt of daily service.



No. 393. Footed Banana Split.

MANUFACTURED BY

A. H. HEISEY & CO. NEWARK, OHIO

WRITE FOR CATALOGUE NO. 58

a great deal of ice cream was being consumed. The neighborhood was not a rich one, yet it was populated by solid people, the kind that own their own homes and have a few dollars in bank. Such people have their little entertainments, their bridge clubs, their tea parties, and probably consume just as much ice cream as a richer class, perhaps more, as ice cream is a staple and terrapin is not. Yet the druggists of this section had been letting the ice cream business go absolutely by the board, and what was sold was sent up from the business part of the town.

SUPPLYING FAMILIES WITH ICE CREAM.

The druggist in question cleared about $300 on his ice cream business the first winter, which was a very satisfactory profit and a very unusual profit, considering that it came from entirely new business, business that no druggist in that neighborhood had ever gotten before. Since his first season, his profits from ice cream have been steadily climbing. In addition to his family trade, he sells a great deal over the soda counter in the form of sundaes or by the plate. This activity in the soda department has greatly stimulated the sale of cold soda throughout the winter months. Any activity of this kind always stimulates the sale of cold soda. If the fountain seems to be alive, people will call for soda, and the contrary is also true. If the fountain displays few evidences of life, people will very naturally pass it by.

To have an all-the-year fountain, anything calculated to make things look lively will help. Hot soda is a great help, of course, for a number of reasons that have already been pointed out. Winter ice cream business is a great help, as many druggists all over the country are beginning to find out. Ice cream is a sort of national dish, just as soda water is our national drink. Foreigners know little about either of them. They are peculiar to our own country, and they go together. It is self-evident that ice cream may be easily sold in the winter, as people eat it at all times, and no social gathering seems to be complete without it. Any druggist can go after this ice cream business, if not on a large, then on a small scale.

If you have an ice cream plant in your town, a large business may be handled without going to very much trouble. If there is no ice cream factory in your town, you can run your own plant in winter as well as in summer. There are druggists who manufacture for themselves and for every other dealer in town. They get all the business, either as wholesaler or retailer. They have gas or motor equipment, and a complete plant on a small scale. One druggist put in equipment mainly to run his ice cream plant and now sells electricity to nearly every business man in his town. This is the right sort of enterprise. There is no reason why the druggist can't be a leader among business men, and in many communities he is now in the first rank. To strive to establish an all-the-year soda business is a step in the right direction. If you never go any further, you have done very well, and you may develop unexpected business along many lines.

THE DAY'S WORK.

Large fountain or small fountain, it is well to have an established routine for doing the day's work. With a well-arranged system, the employer gets better service, and the employe gets his work done with less effort. The duties of every man should be well defined. Everybody's work is nobody's work, as a rule, but the employe should remember that the man who gets along is the man

who is willing to do a little more than his share at a pinch. System lessens friction, and friction causes wear and tear and makes the day's work twice as difficult as needs be.

Good tools and proper implements are necessary to enable any man to do good work. You may have the finest dispenser in the city, but if he has to pick corks out of bottles with a jack-knife, he is apt to be slow and clumsy in dispensing such drinks. Under such circumstances the cork usually crumbles, and bits of it may have to be picked out of the drink with a spoon. All this has no good effect on the customer, and besides, if you are paying a man a good salary, you want him to be able to work quickly. This he can not do without the proper utensils and implements, and if a dispenser does not ask for them himself, see that he has them as a matter of course. Good cork-pullers and lemon-squeezers cost but little, and any article of this kind will pay for itself in a single day. It seems an unnecessary lesson, but some people never learn it. The writer calls to mind vividly one druggist who had a $3,000 soda-water plant, and yet who would never purchase more than two dozen soda glasses at a time. When two dozen glasses were put in commission, breakage had to reduce the number to about fourteen before another purchase would be made. This store had a theater trade, and after a performance sometimes as many as thirty people would be lined up before the soda counter at a time. The scene can be imagined when the stock of glasses was low. As soon as a customer showed any signs of being through with his glass, it was snatched away from him, washed hastily and put into service again. If customers were slow about drinking their soda, business had to wait. Sounds incredible, but it is the petrified truth. It was simply one of this man's funny kinks. In most respects his business qualifications were of the highest. It seems foolish to handicap a big plant for the want of a few glasses, but many dispensers handicap themselves in a similar way.

A place for everything and everything in its place is another rule that ought to govern the day's work at the soda fountain. There is nothing more annoying or harder on the nerves than to have to hunt for things. It takes all the snap out of a dispenser, and wastes a deal of time. Most people like to watch an expert dispenser at work. His dexterity makes the drink taste better; there is no question about this. But he can not display his dexterity without proper accessories, or without those accessories right under his hand. Things must be kept in their places if the day's work is to go along smoothly.

Cleaning.

In outlining the day's work, the first thing on the program is cleaning the fountain. Cleaning the fountain constitutes a daily task, it must be done every day, it is not a pleasant task, it doesn't boom business any, and naturally is performed at most soda fountains during the dullest hours. The early morning hours are usually the dullest, and these are the hours generally chosen for cleaning purposes. We consider it best to always have a regular hour for cleaning. If 8 o'clock be the hour for beginning cleaning, that hour should be adhered to rigidly every day.

An incident will illustrate the necessity of this point. A fastidious customer went into a drug store on Monday morning and found the fountain in the throes of cleaning at 9 o'clock. On Tuesday, he postponed his morning visit until 11 o'clock, but it so happened that the boy was cleaning the apparatus at that hour. On Wednesday, the customer went in for

a drink at 3 o'clock in the afternoon. The boy had just arranged his layout of rags and brushes, and every faucet was covered with whiting, while the fumes of ammonia filled the air. Then the customer quit visiting that fountain.

"Why don't you come in any more for your soda?" inquired the proprietor a few weeks later.

"Because I always hit your fountain in the midst of cleaning," the customer replied.

"Well, we have to clean up."

"I know you do, and you had better make it a certain hour each day. Then customers who want to drink at a clean fountain can come in at some other hour."

The druggist saw the point, and now that fountain is cleaned at the same hour each day. A fountain littered with rags and old sponges is not a pretty sight, nor do finger prints on the glasses improve the flavor of the drink. A boy with his hands covered with pomade or whiting can hardly serve soda in a neat manner. It is best to make it a rule that one who is cleaning the apparatus must not draw any soda. Let him attend strictly to his cleaning. Then he will get no finger prints on the tumblers, and he will get his cleaning done more quickly. The job should not be prolonged. It is not a pleasing sight and should be gotten over as quickly as possible.

If you have two boys, let one clean and the other wait on the trade. They can arrange the tasks turn about, if they so desire. If you only have one boy, let him clean, and assign some clerk to the duty of waiting on the trade while cleaning operations are going on. It is unnecessary to muss up the whole fountain. If you have a double fountain, it is easy to keep one side in commission while cleaning operations are confined to the other side. Even with a small ten-syrup apparatus, it is much better to draw an imaginary line down the center of it, clean one side thoroughly, and then go over to the other side. Syrup drawn from a faucet covered with whiting does not make a hit with most customers, and very often flakes of whiting will fall into the glass. The all-night drug store has an advantage in this respect. We recall one such where all cleaning is done between the hours of five and six a. m. Even with a busy store, trade drops to a minimum at these hours. The fountain may be thoroughly cleaned without interruption and ready for business by six o'clock.

The all-night store is not numerous, so let us take the case of the store opening at seven o'clock. With such a store, under normal conditions, it is best to start right in and get the cleaning done at once. There will always be some custom coming in, and the point is to make the cleaning process as inoffensive as possible.

The boy, in some stores, first proceeds to cover the fountain and himself with a coat of whiting or pomade, and then discusses horse-racing or pennant prospects for a while, stretching out the cleaning process over a period of several hours. This is not the best system. It is better to go right at it and get it done, cutting out all discussion, and confining operations to the minimum amount of time. The lemon jar and the chocolate jar are good ones to clean first. Demands upon them are heavier, and if you get them clean you can serve from them while other jars are being gone over.

While the boy is cleaning faucets, draft tubes, and the like, the porter should be attending to his duties, wiping up the floor, removing refuse, and getting clean, dry racks into position for the day's work. Do not go on the theory that it is necessary to get everything into a mess and then straighten it out. If one operation is performed at a time,

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there need be no wild tangle or general upheaval. Cleaning should be an orderly, systematic proposition, and not an earthquake, such as occurs when some women clean house. If it can be done, all tumblers and accessories should be cleaned at night before closing. Certainly no dirty tumblers should be left about. They draw bugs and vermin, and the syrup, becoming caked, is very hard to remove the next day. A customer coming into the store as it is opened will certainly have no relish for soda water if he finds a counter littered with dirty glasses.

After cleaning the fountain, the boy should clean himself. A white coat is an abomination unless it is white.

Icing.

Icing is often done while the cleaning is going on; in fact, it is just as well to clean the ice box first and get it ready for the ice. The ice box should be looked after every day and cleaned every day. A few minutes spent on it will suffice, and this will keep it in good condition and prolong its service many years. Bits of stick or straw should be removed by hand and the box flushed out. The writer has seen ice boxes with a half-inch of dirt in the bottom; these were cleaned once a year, possibly not that often. Better spend a few minutes each day than a few hours each week, or a few days each month. It will require less time in the long run and less wear and tear on the ice box will result.

Keep an eye on the man who puts the ice into the ice box. A bucket of water dashed over the ice will often save a lot of cleaning later. Look out for this, and drench ice that is covered with sticks or straws.

Most of the damage done to an ice box results in dropping the ice heavily. Some icemen even throw in large chunks. Throwing chunks of ice against the sides of the ice box will always dent it, and will cause breaks to appear in very short order. After a year of this treatment an ice box has a battered appearance, and though no breaks may have actually appeared, the box is weakened on all sides. Now, plumbing is expensive, and breaks have a bad habit of appearing just at your busiest hours. You do not want them under any circumstances, and they can be avoided for years by giving the ice box a little care. The ice should be placed in position, and not thrown.

As regards the size of the lumps, the writer has secured very good results with lumps of ice about double the size of the fist. Some dispensers ice their apparatus with lumps of much larger size, very large cubes, in fact. If roughly handled, these large cubes are more apt to damage the ice box, on account of their weight. If carefully handled, they will never do any harm. Some dispensers prefer to ice with shaved ice, or with ice that has been crushed to a degree of comparative fineness. There is no fault to be found with this method. It probably consumes more ice. Some adopt a middle course, and lay a foundation of pieces about double the size of the fist, covering these with a layer of shaved ice. This method is very good.

All ice cream should be carefully iced up at the beginning of the day's work, and it will probably require icing at least once more during the day, and perhaps twice. The second icing should be done before the cream begins to melt. If you let it get soft and then try to get it hard again, you may succeed, but the cream will never be quite so good. Save time and trouble by icing it before it gets too soft. This is an important point. It should be the duty of the head dispenser or the superintendent of the fountain department to look after this, not neces-

sarily to do it himself, but to see that it is done.

Some superintendents do not know how to superintend. A young man will be given full charge and told to superintend the fountain department. He tells a mixer or a dispenser to do certain things, and his instructions are disregarded. He does the work himself. Now, this is a mistake. It shows a spirit of willingness on the part of the superintendent, but it is hardly fair to the employer. He is hiring a superintendent, and not a mixer or a dispenser. If you have a superintendent, see that he superintends, and that he is not doing the work of some willful or careless boy.

The second icing should, of course, be scheduled for an hour when the fountain is not doing business at its height, if such an arrangement is possible. At the close of business, if the ice is shaped up for the night and covered with heavy cloths, it will last better and give you a better start the next day.

Mixing.

Try to have the mixing department in a bright, clean room. It is better to make a little department of it, if you can. Even though you only employ one boy to do all mixing and dispensing, it is better to give him a small room, or a side of a room, if you can. He can not keep things in their places unless they have permanent places. If he has a little department of this kind, he can do better work, and he will take more pride in his work. And unless he takes pride in his work he will never be a success, either for himself or for you.

The boy who is ashamed of his job, or who only works for the day's wages, will never be a business builder. It is a mistake to think that the boy can not help your business. There are dozens of bright boys behind soda counters who attract lots of trade. They may not absolutely make the business a success, but they do their share.

Conversely, a grouchy, disagreeable dispenser can drive away lots of trade. You want a boy to take pride in his work, therefore give your mixer a clean place and proper utensils to work with. If you have a large mixing department this is highly important. Do not skimp on small matters. The writer calls one druggist to mind who hated to buy straining cloths. It is queer how business men will develop some little kink like this, but they do it.

This man would strain valerian through cheese cloth and turn the same piece of cloth over to a boy to strain syrup through. A great many washings were required to get the cloth into any kind of condition at all, and the time thus spent was worth more than the cloth itself. The boys in this store had to work with what was given them, and it was not up to them, of course, to go out and buy cheese cloth. Even after a number of washings some trace of the valerian would cling to the cloth, not enough to affect the taste of the syrup, but enough to take the edge off its fineness. This druggist would buy extra fine chocolate and pay a bigger price for it; but he wouldn't buy cheese cloth. Of course, this kind of thing is foolish, and should be avoided. In the old days, boys were taught to save the pins and the bits of string, and we do not decry thrift or economy. But this is a day of big business, and a boy today is taught not to use a dollar's worth of time in rescuing a nickel's worth of string from the dust bin.

Utensils and accessories do not cost very much at the most, and the mixers should be furnished what they need to work with.

Too much rush and hurry should be avoided. A perfect working system should run quickly but evenly. Some mixers

will make up excellent syrup, and then pour this fresh syrup into old syrup to save cleaning the jar. The work of cleaning the jar does not count with them, but they do want to save time. Now, if you pour new syrup into old syrup, you have as a result neither old syrup nor new syrup. A nondescript mixture is the result, and all the care and effort expended in manufacturing the fresh batch of syrup goes for naught. To do this is a mistake. The fraction of time saved amounts to little; the injury to your products amounts to a great deal. You do not want to buy expensive ingredients only to have them handled in this manner. It is not enough to be a careful mixer. The same care should follow the syrup from the mixing room to the fountain and be apparent at every stage of every operation.

Some druggists confine their mixers to the mixing department. They do nothing but mix syrups. They neither buy nor dispense, nor do they appear in the front of the store at all. This is more often the case, of course, in large establishments. The mixers get to be very expert. They are specialists, and specialists are always highly trained. There are large establishments, however, which shift their men from department to department. A mixer takes his turn at dispensing, and a dispenser has his regular weeks in the mixing department. This question is one for every man to decide for himself. One druggist running a large establishment says he thinks it makes his men broader to give them a chance at every branch of the business. He argues that a mixer may leave him, go to some establishment where he will be expected to dispense, and thus be at a loss. All his dispensers know how to mix syrups, and every man in his employ knows something about buying goods.

This druggist claims that his men are better satisfied this way and that they render better service. He says that a dispenser can always dispense better if he knows how the syrup was mixed. He says that the system suits him better as a proprietor, because if he is short a dispenser he can always put a mixer in that man's place, and the converse is, of course, true.

We have heard proprietors argue just the other way, saying that they wanted specialists, and claiming that the mixer was more efficient who did nothing but mix, the dispenser more capable who did nothing but dispense. It seems to be a question for every man to settle according to his own peculiar needs.

Dispensing.

In some establishments, the dispenser is expected to fill the syrup jars; in other establishments that duty is turned over to the mixer. It makes no particular difference who does it, but the duty should belong to some one, as otherwise it is apt to be performed in the slipshod manner which characterizes work assigned to nobody in particular. There is nothing more annoying than to have the lemon jar empty during a rush; and there is nothing worse than for a dispenser to try to squeeze out the last few drops of syrup in order to make up a drink. The last few drops are not good, particularly in lemon and orange syrups.

Makeshifts should be avoided. If you can't serve the customer the right kind of a drink, better ask him to wait a few moments until a fresh supply of syrup can be brought in. If he won't wait, take this occasion to tighten up your business system. The syrups should not be allowed to run out. Here is another chance for a superintendent to superintend.

There should be regular hours for filling the syrup jars. The process attracts no custom, and should be gotten over as quickly as possible. It is better to choose

REDUCE OPERATING EXPENSES AT YOUR FOUNTAIN

ACCOMPLISH THIS AND BETTER PROFITS
BY USING ONE OF THESE

CARBONATORS

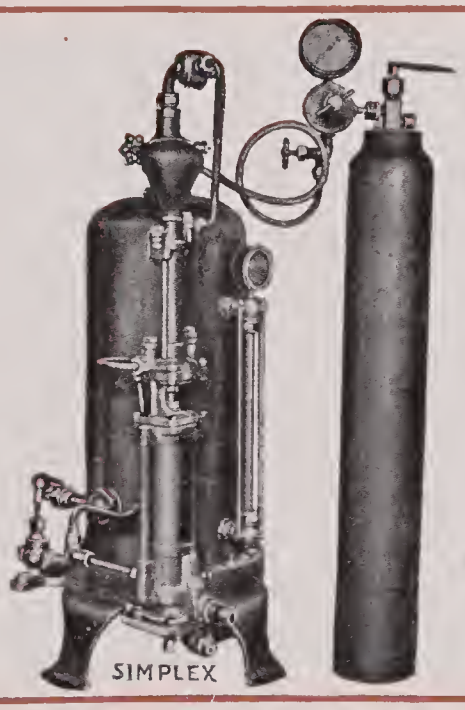
Showing Front View of "Automatic Baby" Carbonator

Absolutely mechanical and can be operated with the current of an ordinary electric light wire. Has no hose, springs or rubber diaphragms. Tank is constructed of seamless pressed steel with extra-thick block tin lining. Fewest *parts* of any Carbonator made. Equipped with Automatic switch and a perfect filter which excludes all foreign matter and is easily cleaned. Equipped with pressure gauge, safety valves, water and gas back-checks, water gauge, blow-off valve and non-cloggable atomizer. Has the "Automatic" *non-collapsible float*, making it the best Carbonator going to the trade. It produces first-class Soda Water at 110 pounds.

Weight, 120 pounds. Floor-space, 15x15 inches. Height, 2 feet 8 inches. Tanks, 5¾ gallons. Pumps 16 to 18 gallons an hour.

Showing Front View of "Simplex Automatic" Carbonator

Automatic and absolutely mechanical in operation. Has no hose, springs or rubber diaphragms to cause the trouble found in other Carbonators. Tank is made of one piece of drawn steel, and all parts are lined with extra heavy block tin. Double-acting pump gauge, safety valve, blow-off and filter. Produces perfect Soda Water at 1¼ cents per gallon. Runs with 18 pounds water pressure.



Pumps 45 to 60 gallons per hour. Saturation, smoke-like vapor, 97%. Weight, 125 pounds. Floor-space, 18x22 inches.

Showing Special Hand Carbonator

This Carbonator was designed to meet the needs of the resort and country fountain-owner remote from water pressure and electric power facilities.

IT IS A MOST POPULAR AND MOST SATISFACTORY APPARATUS

Tank holds 14 gallons. Double-action pumps. Splendid leverage and easy stroke. Produces as excellent water as the "Baby" electric or the "Simplex" automatic. All the improvements, including power, linings, etc., found in the other two machines are embodied in this Carbonator, only it runs by hand-lever. It does just as good work as the power ones.

The Carbonating Apparatus of the Automatic Carbonating Co. are the result of years of painstaking care and experience in the manufacture of Carbonating Machinery for the Soda Fountain and Bottling Trades, to produce the *best* that mechanical talent and ingenuity can devise. *They possess new features that are exclusively our own.* They represent the acme of mechanical perfection. They incorporate durability and dependability in a superlative degree and they practically eliminate the repair man. Besides, they are fool-proof. If you are installing a fountain or contemplate putting in a Carbonator, specify "Automatic Carbonator Co.'s," and be satisfied. Our catalogue is yours for the asking.

AUTOMATIC CARBONATOR CO. :: :: MINNEAPOLIS, MINN.

one of the dull hours for the operation and to have always a regular hour. The main point to consider here is to avoid slopping the syrups over the edges of the jars. This wastes good syrup and gives you the dirtiest kind of a soda fountain. Do not let it occur.

Dispensers should, of course, be brisk, quick, attentive. A pleasant manner is an asset. A grouchy mixer harms nobody but himself; a grouchy dispenser will drive away business, or at any rate never attracts any. Expertness, deftness, in a dispenser will please his customers and make his drinks taste better.

Allow your dispensers their regular hours and try to stick to them rigidly. A man with regular hours can always give snappier, better work. Dispensing goes on all day long, and sometimes the work is not as well done as at other times. The human machine is not automatic. A system of regular hours will help greatly to keep it maintained at a high standard.

To a young dispenser, we say first get your drink as good as you can make it, then aim to cut out useless motions and to dispense rapidly. A slow dispenser can be forgiven if the drink be good; if the drink be bad, rapidity in dispensing only adds to the aggravation felt by the customer. When you are both good and quick, then you are an expert. Do not aim to be too showy. The showy man generally comes to grief. Under all circumstances, be courteous.

To sum up the day's work: First, cleaning, then icing, or both operations carried on almost simultaneously; then filling the syrup jars, the fruit bowls, arranging the eggs, the accessories, and preparing for the day's business. Reicing and refilling the syrup jars to be done at regular intervals and always at the same hour as far as may be possible. System and order to prevail, not too much system, just enough to keep things running smoothly. Last, but not least, let good temper govern the establishment. It will help every man to do his day's work.

THE FOUNTAIN AND THE VARIOUS HOLIDAYS.

When competition is keen, rivalry running high, and Druggist A is selling soda just as good as that dispensed by Druggist B, the man with advertising ideas generally gets the upper hand. Probably no advertising ideas yield better dividends on the money invested than those put into effect by the druggist who decorates his fountain in a manner appropriate to the various holidays as they come along. A holiday gives you an excuse for decorating, a reason for decorating, and usually a foundation to build your decorative scheme upon. The cherry tree, for instance, is linked with Washington's birthday, and has only to be seen to strike a responsive chord. A son of Erin, going into a drug store on St. Patrick's Day, and seeing the shamrock on display, is certainly very apt to buy a glass of soda water for the sake of patriotism alone.

Here in America we share one another's holidays. On St. Patrick's Day thousands of people wear shamrocks who never saw the old sod, and whose forefathers came from another corner of the earth. But every good citizen takes an interest in the festal days of his fellow-citizens, and this tendency is growing, year by year. A holiday, consequently, is a jolly day. Even the minor holidays are days for letting down the bars, taking life easier for the time being, and spending a little money in good-fellowship. On the big legal holidays, when everybody takes a day off, a great deal of money is spent. On the Fourth of July, our big national holiday, hundreds of thousands of dollars must be spent. We need not

speak of Christmas, the world's great festal day. It is celebrated for a solid week, and the spending goes on for more than a month. The point is easily made that the various holidays are great days for spending, money is easy on those days, and being lavishly disbursed. Such days are most assuredly the days on which to make a display.

It is our purpose here to mention a number of plans which have been used on the various holidays, and to offer suggestions along these lines. The writer considers it a very strong card to decorate the fountain in a manner appropriate to the various holidays as they come along. To do so denotes enterprise, the displays cost little, and if you can get up a good one you will have the people with you and with you strong. Everybody likes to see a display of enterprise, and if it is catchy and shows originality it will win the crowd. You have all noticed the throngs in front of a shop window, drawn there by some novel and effective display. It is a good thing to get up these displays; it stimulates the imagination and rubs the moss off the brain. They would be worth while for this reason, if for no other. But these things mean extra business and more money on the right side of the ledger, and they are worth going in for, and going in for strong.

New Year's Day.

The Christmas decorations are still up on this holiday, but they may be freshened a trifle and a few touches added.

One druggist has a visiting card, two feet wide and three feet long, which he suspends over his fountain on New Year's Day. He made this card himself, of heavy cardboard, and had his name inscribed on it by one of the itinerant card writers to be found in almost every town. Hung up amid the holiday greenery, this card looks quite effective, and is very appropriate to the day upon which calls are made.

A western druggist saved the visiting cards of his friends for a time, and when he had enough of them he pasted them upon a piece of black cardboard to form the words, "A Happy New Year."

These words are formed of letters nine inches high, and each letter is made of visiting cards pasted over one another to overlap. This is a display that anyone can easily get up.

Another druggist has a plaster Cupid which he bought from an itinerant vender of images. This he hangs in the center of a large wreath on New Year's Day to typify the infant year. On one side of the wreath is suspended an hourglass, on the other a scythe. These add to the display, but it would be attractive without them.

A plaster group of Father Time and the New Year makes a fine display. This was made to order, modeled by an artist of some pretensions, and cost a little money. A New York druggist has a similar group in bronze.

A New England druggist displayed last year a large blank book, propped up on top of his soda fountain and opened in the center. The left-hand page was labeled "The Old Leaf," and was badly smeared and blotted. The right-hand page was labeled "The New Leaf," and was fresh and clean. This feature was gotten up entirely by store talent, the printing was done with a lettering outfit, and the blank book was a discarded ledger. It didn't cost a cent, yet attracted as much attention as any display in town.

A number of original features may be gotten up in this manner and they all pay. Several druggists of the writer's acquaintance mail cards to their customers at the beginning of the new year, and, of course, thousands of blotters and

calendars are sent out at this time. Some men advertise their fountains in this way, and seem to get results, for they keep it up year after year.

St. Valentine's Day.

This is the next festal day to come along, and affords the advertising man what actors call a "fat part." That is, it is easy to get up a display.

The most effective display the writer has ever seen was arranged as follows: A druggist wrote to a valentine house and had a big valentine made to order. It measured two feet by three feet, and was one of these gingerbread affairs, so dear to our youth, composed of paper lace and tinsel. This big valentine was suspended from the top of the fountain so that it hung exactly in front of the center of the mirror. A big frame of cardboard was made which completely surrounded the valentine, enclosing it on four sides.

On this cardboard frame were pasted comic valentines of every description, completely covering it. Around this frame, enclosing it on all sides, was hung a border of bleeding hearts. Here we have the big lace valentine in the center, surrounded by a frame of comic valentines, and this in turn edged with a border of bleeding hearts.

The big valentine could be made at home, for the novelty stores have complete supplies of tinsel, gilt paper, lace paper, and the like.

Another valentine display consisted entirely of crimson pasteboard hearts, strung up and down in front of the fountain mirror on semi-invisible threads. There were several hundred of these hearts, purchased at ten cents a dozen from a novelty house.

A Baltimore druggist suspended a single cardboard heart from the center of his fountain top. Eight red ribbons were looped from this heart to the four corners of the fountain top, and to four places midway between corners.

Another display consisted of a gilt Cupid as a centerpiece, with a border of sentimental valentines as a frame, the latter costing a few cents each.

If you are at a loss for ideas, walk through a big stationery or novelty supply house. Today these houses are simply piled high with hundreds upon hundreds of novelties for holiday trade. Progress along these lines during the past ten years has been remarkable. The big manufacturers employ capable artists and buy many ingenious ideas. A stroll through a novelty house will supply you with ideas that would never have occurred to you, perhaps, and these novelties may be purchased for the most part at a trifling cost.

One enterprising druggist advertises a heart-shaped sundae during valentine week. He calls it a "valentine sundae," and had made for him a heart-shaped mold, from which he dishes out ice cream. A heart of vanilla ice cream, with a red syrup poured over it, has a very pretty effect, and is well worth putting on sale.

Washington's Birthday.

Another day suggesting a number of ideas. A good stock article to keep on hand is a first-class lithograph of George Washington, nicely framed. Some druggists have excellent engravings and some few even have oil paintings of the first president, and nothing is too good for a display of this kind. Avoid cheap lithographs; this occasion is worthy of something good.

A display seen last year consisted of a portrait of General Washington suspended from the front of the fountain, directly before the center of the mirror. This was surrounded by cardboard hatchets, and at the four corners of the

True Fruit Concentrates

Made Solely From the Fruit For Making Soda Fountain Syrups

Two ounces of any Concentrate added to one gallon of Simple Syrup makes a true fruit Fountain Syrup of the highest quality.

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MAKE YOU MONEY

1st. 50 per cent saved on actual cost of syrup.
2d. 75 per cent saved on original investment.
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Do not confuse these concentrates with the old artificial Essences. They are made only from the fruit, and when used according to directions make a True Fruit Fountain Syrup which surpasses in flavor any old-style prepared syrup.

Our Concentrates Comply With All State and Federal Pure Food Laws

We want you to try these at our expense—

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Orange Concrete	Raspberry Concentrate
Lime Concrete	Tame Cherry Concentrate
Vanilla Concrete	Strawberry Concentrate
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There is no trick in making True Fruit Syrups. Just dissolve sugar in water and add any of HURTY-PECK'S TRUE FRUIT CONCENTRATES.

Isn't it unbusinesslike to buy ready-made syrup when you can make it yourself in two minutes at one-half the cost?

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It pays big dividends to investigate.

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Manufacturing Chemists *INDIANAPOLIS, INDIANA*

fountain top were twigs bearing artificial cherries.

One druggist has a stump of a cherry tree, with hatchet sticking in it, modeled from paper pulp, and made by a supply house.

A Pittsburg druggist last year gave a candy hatchet to every child who came into the store.

Bunting and flags are appropriate, of course, and are widely used, especially to drape portraits of the immortal George.

Patriotic paintings are very good. A Washington druggist always displays an excellent oil painting of the crossing of the Delaware, draped in flags, and another druggist of the writer's acquaintance has a fine picture depicting a scene at Valley Forge.

This picture occupies a place in his parlor throughout the year, but he thinks that Washington's Birthday calls for as handsome a display as he can make, and he is right.

A good bust of Washington is appropriate, but it is well to avoid cheap displays of this sort.

Comic displays are all right, if in good taste. One druggist exhibited an old lithograph of a colonial coach, labeled, "This Is the Hack that Washington Took at the Cherry Tree."

Cherry drinks, of course, are just the thing, and should be advertised prominently. Anything in the nature of a cherry compound will do. A cherry parfait is very good, a layer of vanilla ice cream, a layer of cherries, and so on, until the glass is filled, with a dash of cherry syrup at the top. A cherry sundae will go well—anything with the name "cherry" attached.

The hatchet in its manifold forms shows up strongly, of course, and the novelty houses are always getting up something new. A druggist of a practical turn of mind has been known to improve this occasion to exhibit bottled cherries, concentrated cherry syrup, cherry bounce, all the cherry goods that he proposed to put on sale for the year. Not a bad idea, at all. This display was headed:

WE CAN NOT TELL A LIE WHEN
WE PRAISE THESE GOODS.
THEY ARE ABSOLUTELY PURE.

A great many ideas will suggest themselves to a reflective mind, and, as we say, a stroll through the novelty stores will always help.

St. Patrick's Day.

Here, as we know, the color scheme is always green and nothing else will answer.

A Cincinnati druggist last year had a gilt harp for a centerpiece. This was suspended from the front of the mirror. It was surrounded by small Irish flags arranged in a circle, and these in turn were surrounded by a border of cardboard shamrocks. The whole outfit was supported by light threads arranged in a cobweb effect. A pretty and patriotic display.

In getting up St. Patrick's Day displays, care must be taken to offend nobody. Some of the novelties put on sale at this time are offensive to the Irish, and it is a mystery why houses continue to put them on sale. An educated Irishman resents these things, and it would be very foolish to make a display that will hurt your business instead of helping it.

A cultivated Irishman once said to the writer: "I can see no connection between St. Patrick's Day and a green pig." If you will notice, you will see that high-class novelty houses sometimes have their windows full of broken pipes and green pigs, but it is better to avoid these things. Limit your display to things that will not offend.

A harp, carved out of a solid block of ice four feet high, was an interesting exhibit in a Broadway drug store last year. Ice may be carved readily with chisel and mallet, and a little practice will enable you to reach some very striking results. Manufactured ice may be frozen in colors and a block of green ice in itself is something that not everybody has seen.

A fountain buffet forty feet long was decorated with paper shamrocks strung laterally on semi-invisible threads; nothing but long strings of shamrocks, fastened a few inches apart. A good display and suitable also for a window display.

Real shamrocks, potted, are very interesting, and a few of them will attract much attention. A collection of genuine blackthorn sticks attracted attention in a Boston pharmacy last year.

Easter.

A bank of blooming Easter lilies makes as fine a display as one could wish. A Broadway druggist last Easter cleared his "back bar" and massed the lilies in three tiers, each tier forty-five feet long. A beautiful display, this. It cost some money, but it was worth it.

Try an Easter Sundae.

This makes a very catchy sign and an appropriate one. It doesn't make any difference what kind of a sundae you serve; the name is what counts.

A Washington druggist turned his "back bar" into a duck yard last year. He had a long pan made, about three inches deep, and banked real sod at each end of this pan, with a little picket fence in front to keep the ducklings confined. He had about twenty fluffy yellow ducklings, and they would plunge into the pond at frequent intervals and swim its full length at lightning speed. It was really remarkable how rapidly they could dart across that long, narrow pond. They seemed to enjoy the sport, and put so much vim into it that they drew a crowd all day long. These ducklings were "rented" for a week, and went back to the barnyard at the end of that time, none the worse for wear.

Another druggist had a hencoop on top of his fountain, with the old hen confined, and little chicks roaming in and out. A low wire barrier in front kept the chicks from falling off.

A rabbit hutch has been fixed up in the same way, with little rabbits playing around. All these animal displays are very apt to make a tremendous hit. We like to see little animals at play, and the children enjoy such exhibits very much.

A Chicago druggist gave a dyed egg to every child who made a purchase Easter week. He didn't advertise this, because he thought he had better not cause a stampede; but he simply handed an egg to every child, and sent the child away highly pleased.

Eggs, toy rabbits, ducks and chickens, are the main features for Easter. The novelty houses manufacture some very remarkable specialties along these lines

The floral displays are, perhaps, the handsomest of all, and the flower stores certainly offer endless opportunities to any druggist who wishes to get up a display.

May Day.

This is a minor holiday. Our English forefathers paid considerable attention to it, but it has lost much of its significance with us. Still, an appropriate display may be in order.

The May pole makes a beautiful decoration. It is set up on the "back bar," and may be fastened lightly at the top for additional security. From the tip of the May pole let bright ribbons of every color radiate, attaching their ends to the

base of the back bar just below the marble slab, and to the sides of the superstructure at various points.

One fountain seen last year was decorated with smilax and trailing arbutus, very appropriate to May Day.

Potted tulips, jonquils and daffodils, make beautiful and appropriate decorations. The first flowers of springtime, their delicate beauty is very grateful to the eye, especially after a long winter.

One druggist banked the back of his fountain with massed tulips and jonquils, first a tulip, then a jonquil, then a tulip, next a jonquil, and so on. The effect of these long rows of massed blooms was very fine.

A wax doll, dressed as Queen of May, and surrounded by floral decorations, made an effective exhibit last May Day.

A comic exhibit seen consisted of a toy cart full of doll furniture, piled high. Above was a placard, "Moving Day," which evoked a general laugh.

Fourth of July.

This, our national holiday, is one of our biggest days. Bunting, flags and shields play a prominent part in the decorative scheme. Anything of a patriotic nature will fill the bill.

One druggist last year had his mirror decorated as an American flag, with colored chalks. This mirror was seven by twelve feet, and the result was striking. Of course, it took an artist to do this work.

A cannon mounted upon a gun carriage, all carved from ice, made an unusual display. Little heaps of limes were piled about to represent cannon balls. The cannon was about sixteen inches long, mounted on a carriage of appropriate size.

The same idea was carried out in a mortar of larger size, with heaps of oranges to represent cannon balls.

A druggist with a double fountain, and a six-foot space between, filled this space with stacked muskets, three muskets stacked with bayonets interlocked. Under the muskets was a genuine Continental drum, and behind the muskets was grouped a stand of flags.

An oil copy of the signing of the Declaration of Independence made a fine exhibit over a Chicago fountain.

The Liberty Bell carved from ice constituted an appropriate display in a Philadelphia pharmacy. This was about three feet high and lasted nicely all day.

A druggist owning a large wax doll, which he uses for various decorative purposes, had the figure attired as the Goddess of Liberty for this occasion. This wax figure, which is something more than a doll, is about three feet high. It is modeled to represent an attractive girl, and is not the ordinary wax doll of commerce, with round cheeks and staring eyes. It has served in turn as the May Queen, the June bride, the Goddess of Liberty, and in several other parts, for its owner has a number of costumes which he uses at different times.

Dummy firecrackers strung on semi-invisible threads before the fountain mirror make quite a striking display.

Small American flags have been utilized to advantage in the same manner; also the flags of all nations. There is no end to the combinations which patriotism suggests.

Halloween.

It is a long stretch from the Fourth of July to Halloween, which suggests everything typical of the fall. A spring display makes a hit because people are tired of winter; a fall display, in the same way, makes a hit because people are tired of summer, particularly a summer which has been long and hot.

There are several fall displays which may be made before Halloween arrives.

In this Extract we have combined the healthful properties of the Phosphates with the richest known fruit flavor—Cherry—in a perfectly natural state.

We positively state that it is the finest flavor ever offered, and is destined to become the most popular beverage in the market.

It is far superior to the fruit juice in flavor, keeps perfectly and requires less time to make into syrup.

Use four ounces to one gallon syrup. No other addition necessary.

PRICES OF EXTRACT

One Gallon, $8.00	One-half Gallon, $4.25
One Quart, $2.25	One Pint $1.25

Order direct or from your Jobber.

WE CARRY A FULL LINE OF VANILLA BEANS

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Fine Extracts, Essences, Syrups, Etc.

No. 9 South Second Street ST. LOUIS, MO.

During the past year the novelty houses have put on the market some artificial autumn leaves which are very near the real thing. Suspended from fountain top and before the mirror, they make a beautiful fall display.

Real leaves may be used, if desired, and chrysanthemums make very fine displays.

Sheaves of corn stood in the corners of the fountain top or back bar, are very typical of autumn. Yellow squashes or gourds scattered about will last a long time and add to the picture.

For Halloween the novelty houses probably manufacture more little novelties than for any other event. We mention here a number of displays used last year:

A cardboard witch riding a broomstick through a cloudy sky, with dozens of black bats flying around. These were all made of cardboard and suspended on threads arranged with a cobweb effect.

A display on a back bar twenty feet long. At extreme background a rail fence made of real rails. Real sod, squashes and pumpkins in the fence corners, stalks of corn in several corners, autumn leaves scattered here and there on the sod. An exaggerated black cat perched in the middle of the fence on the top rail. In foreground, a witch stirring a cauldron. The witch and the cat were modeled from paper pulp. A striking display throughout.

A jack-o-lantern made from a small pumpkin suspended in front of mirror. Around this a circle of black cats about three inches long—made by a novelty house. Around them a circle of small pumpkin heads. All supported by a cobweb of cords.

A row of small paper jack-o-lanterns, arranged six inches apart on a semi-invisible thread, this stretched up and down in front of the fountain mirror; then a row of black cats, another row of jack-o-lanterns, and so on across the front of the fountain. These novelties were bought for a few cents each.

To make a real jack-o-lantern, cut off the top of a pumpkin, scoop out the contents and make places for eyes, nose and mouth, with saw teeth. Paste red tissue paper over all these openings. An electric bulb may be hung inside and the effect is very realistic. If you haven't electricity, candles will do.

Another excellent display consisted of a row of real pumpkins thirty feet long, each made into a jack-o-lantern with electric bulb inside. The effect was very good at night with all the other fountain lights turned out. A stroll through the novelty houses will suggest many other ideas.

Thanksgiving.

A true fall festal day. All the autumn accessories are suitable—autumn leaves, bunches of grapes, squashes, pumpkins, and so on. These things are turned out in a very realistic manner by the novelty houses.

In a college town, football flags and college colors make appropriate decorations. College posters are useful.

For floral decorations, dahlias and chrysanthemums hold the stage. Some very fine effects may be secured with these blooms banked or massed.

This was seen in a college town: A real football suspended in front of the mirror. The colors of the local college were looped in long ribbons from one side of the football to the superstructure of the back bar. On the other side were looped the colors of the opposing college. Crossed flags decorated the corners of the fountain top, and chrysanthemums were banked at the bottom.

Another display: Small toy footballs fastened on semi-invisible threads six inches apart. These threads stretched up and down in front of the fountain

mirror. About a hundred of these toy footballs were used, and the effect was striking.

Several stores last year had turkeys confined in the windows or in coops over the fountain top, and these turkeys were given as prizes in various contests connected with the soda fountain. One druggist, using numbered tickets, started his contest a week before Thanksgiving and offered the turkey as a prize to the person guessing nearest to the number of the last ticket sold the night before Thanksgiving. A number of guessing contests hinged on the weight of the turkey, each person buying a glass of soda water receiving a coupon upon which to register a guess.

A large wishbone, made of paper pulp, afforded the basis of one interesting display.

One druggist last year had his fountain top festooned with long strips of apples, corn, small squashes and similar supplies. In one corner was a large pile of hickory nuts, and he was advertising a hickory-nut sundae. In the center of the display was a small keg of sweet cider, and enough of this was sold Thanksgiving week to show a handsome profit.

One druggist always advertises a turkey sundae for Thanksgiving. He has an ice cream mold which turns out a very fair representation of a small turkey, and this is dispensed with cranberry syrup.

Christmas.

Quite the finest Christmas display seen last year consisted of an oil painting representing the three Wise Men of the East following the Star of Bethlehem. The star was represented by a tiny electric bulb, and when the other fountain lights were subdued, the effect was most striking. This painting was done on loose canvas to fit the fountain mirror, and may be used for years.

Snowstorms afford pleasing effects, bits of cotton hung at the ends of invisible threads, or strung along such threads at intervals. Snow scenes are only limited by the available material. Landscape scenes are always effective. A snow man makes an attractive feature.

Mechanical toys always attract attention, and a toy railroad is always a winner. Christmas is of such importance that we have treated it at greater length elsewhere.

A Property Room.

In decorating the fountain, or the store, or in dressing windows, naturally a great many "properties" will accumulate in the course of a year. Should one pay attention to all the holidays, by the end of the year a full outfit will have been collected, and such an outfit ought to be very valuable to any druggist. Take Washington's birthday, for instance. Say you use a portrait of General Washington one year, and some bunting. Now this stuff ought not to be tossed aside the minute you are through with it. Instead, it should be carefully preserved. The next year you may vary the exhibit in some details; say you buy a few swords or muskets and add them to the display. If you keep this up, in a few years you will accumulate an outfit that will be equal to any emergency, and which will be invaluable to you.

If you have to start from the ground up every time you decorate for Washington's birthday, the task becomes too irksome, and also too expensive. If you have to go out every year and buy bunting, all the accessories needed, you will be spending too much money. Yet this is what you will have to do unless you take care of your accessories. The stage people call them "properties," and the term includes anything used in dressing the stage. In decorating your soda fountain, you are merely dressing the stage,

so the term "properties" holds good in this connection. In saving your properties from year to year, you are doing something more than merely saving money, although this object alone would justify the trouble. But you are also accumulating ideas, as well as properties. Each accessory stands for something added. Ideas grow from year to year.

You may start with a fine display one year, add a little to it the next year, and so on, until it has entirely outgrown its original lines and become vastly bigger and better. You can't go out and buy ideas. You have to take them as they come to you. Hence the advantage of preserving your properties.

Every druggist ought to have a property room in which all these accessories may be taken care of properly and kept in some sort of order. If you have a small back room which can be pressed into service for this purpose, it can be made very, very useful. Small accessories should be kept in boxes and labeled, say, for instance, "Halloween," "Thanksgiving," and so on. If you are in the habit of dressing a Christmas tree of some size every year at Christmas time, it stands to reason that all the little accessories should be gathered up and kept together between times. Some properties are expensive and should be carefully looked after. The writer knows of one druggist who has a wax doll, made in Paris, and costing fifty dollars, and this wax model has in addition at least one hundred dollars' worth of costumes. Such expensive properties require good treatment.

Some very valuable accessories are acquired in this way by druggists doing a great deal of decorating or window dressing, and there are druggists with property rooms which would compare favorably with the property room of a small theater. Expensive silks, flags, and pieces of bunting need to be kept where they will be safe from moths and dust, and possibly from the light. Mechanical toys are very useful for decorating purposes, and they are also rather fragile. Particularly is this so of electrical toys, miniature railways, and the like. All these things need to be boxed after using, and looked after carefully.

Then there are the large accessories, the bank of steps, for instance, on which bottles or potted plants are massed. Nearly every drug store has one of these contrivances for window or fountain dressing. There are flower stands, sheet iron pans for duck ponds, and so on. These things require the services of carpenter or tinner, or both, and should not be kicked about. With a property room you can arrange them in order and keep them in good repair.

Decorating becomes irksome to most people; they soon tire of it. This is too bad, because the campaign, once started, should be kept up. You can not maintain a reputation upon a single display; there must be continual displays. The lack of a property room probably has a great deal to do with the task becoming irksome. When the accessories become scattered all over the premises there must be a grand search every time the simplest piece of decorative work is undertaken, and the result is vexation and dissatisfaction all around. Nothing is more annoying than to have to search for every little article you want to use, and there is no easier way to waste time. If there must be a grand hunt for accessories at every new attempt the decorating scheme soon falls flat.

The advantage of having a property room becomes very apparent. Now, if you have no room, try to arrange a large closet. Lacking a large closet, try to arrange a small closet. Put your small accessories in this, in suitable boxes, and range your large accessories together in

Guarantee-Iceless Soda Fountains

Are "Good" Fountains, Solid, Substantial Built-for-Business Fountains

Midvale, Utah, June 16th, 1911.

Smith-Bailey Drug Co.,
Salt Lake City, Utah.

Gentlemen:

Allow me to congratulate you on being agents for the "Guarantee-Iceless" Soda Fountain. I can truthfully say that I am well pleased, not only with the beauty of it, but, also with the results it brings. It is as the name indicates, a "Guarantee" of success to this part of our business.

Yours very truly,
MIDVALE DRUG COMPANY
J.M. Watson, Mgr.

Our plan of **Direct Distribution**—does two things: it enables you to deal with people you know—at home, so to speak. It gives your dollar greater purchasing power.

Send for **"Book of Fountains"** and name of nearest distributor

FOUNTAIN SPECIALTY COMPANY
GRAND HAVEN, MICH.

45 DISTRIBUTORS 700 SALESMEN
TWENTY-FIVE SHOW ROOMS

the cellar or in the most available place at your command. Some druggists, lacking any closet space, have arranged large chests for this purpose. One druggist uses a large wardrobe for his small accessories, and it answers the purpose very well. Some sort of system is very needful. Clerks are only human, and to get good results from them you must furnish them with good tools. The same applies to yourself. Certainly, order and system are very necessary, for any business man's time is too valuable to waste in hunting for various articles. The orderly man accomplishes much more, does it with less wear and tear on his nervous system, and stands a chance to get some pleasure out of his work.

With system, decorating becomes a pleasure and a source of profit; without system, it is apt to become a good deal of a bore.

THE FOUNTAIN AT CHRISTMAS.

Christmas, that is to say, the holiday season, is a good lively time, a bustling time, a time when money is easy and money is being spent. The fountain ought to get its share, or at least join in the general activity going on all around. When they have their hands on their pocketbooks, that is a good time to go after them; not when they have their pockets buttoned up tight. A business man will do well to take advantage of the easy money prevailing at all holiday times. Humanity off on a jaunt is much more apt to spend money readily. Take July Fourth, for instance. Everybody expects to spend a few dollars on that day, and the amount of money put into circulation must be simply enormous.

But when it comes to holidays, Christmas is easily the king of them all. The others only last a day or two at the best. Christmas lasts for a solid month, and some people begin spending money two months before the eventful day arrives. The Christmas season is the great money-spending season of the year. There can be no question on that score.

Decorating the Fountain.

The Christmas decorations commonly in vogue lend themselves very readily to making the fountain attractive. No druggist can well decline to decorate his fountain on the grounds of expense, as a very nice display may be made for a very few cents. Holly and evergreen wreaths come in well, of course. Evergreen may be twined about the pillars of the fountain top, or festooned from projecting points, and the familiar Christmas bells may be hung here and there.

Of late years, a great many attractive little articles have been put on the market for just such purposes. You can make your display very elaborate if you wish. A complete tree may be dressed and set on top of the fountain, or on the counter. Images of Santa Claus abound; there are terra cotta reindeer, and a thousand and one articles appropriate to the season.

A neat placard reading:

A MERRY CHRISTMAS

or some variation of this seasonable greeting may be put up, and is always a very good thing. A druggist last year had his fountain top handsomely decorated with holly and evergreen, and across the top of the fountain was a streamer reading

THEN YULE REMEMBER ME.

This attracted a good deal of favorable comment during the holiday season. Any clever little phrase may be used, and if you can get something out of the ordinary run you can always get the attention of your audience. Do not get the notion that people overlook these things. They are always very quick to grasp a clever point, and the business

man who exercises his wits will lose nothing by it. It pays to be original.

Christmas Specialties.

One of the most effective Christmas specialties ever sold at a soda counter consists of a small turkey covered with cranberry sauce. The dispenser who originated this little novelty had an ice cream mold made which turns out a very fair representation of a small turkey, trussed ready for serving. From this mold are dispensed vanilla sundaes, with a dash of cranberry sauce over each. The bright red sauce over the vanilla ice cream offers a most effective contrast of colors. These sundaes are dispensed with a single holly leaf stuck in each, and the whole affair has a genuine Yuletide appearance.

The cranberry "sauce" used is merely a cranberry syrup, which may be made as follows: Place 1 pint of cranberries in 20 ounces of water and let them simmer gently for about 40 minutes. Then strain through a coarse cloth and add this juice to 2 quarts of simple syrup. A little fruit acid added just before dispensing will bring out the sharp taste of the cranberries. A heavy "sauce" may be made by adding 24 ounces of sugar to the finished juice, immediately after the cooking process is completed, and dissolving the sugar in the juice. Any process that suits the dispenser may be used in making this cranberry "sauce," but do not get it too thick to pour easily over the ice cream. A heavy syrup is what you want.

If you do not care to have an ice cream mold made, you might imitate an enterprising druggist who always advertises during the Christmas holidays.

WHITE MEAT
WITH
CRANBERRY SAUCE.

This makes a very effective sign, as one may well imagine. The "white meat" consists of a slice of vanilla ice cream, not a rounded scoop, but a slice cut off to imitate a slice of turkey. The cranberry syrup is poured over the ice cream. Anybody can serve ice cream in this way, and the combination makes quite a hit. The druggist in question also advertises "dark meat," the latter being chocolate ice cream. But cranberry syrup does not go so well with chocolate ice cream, and he serves this with chocolate sauce poured over it.

A Hot Sundae.

"Hot ice cream" is sometimes spoken of facetiously, but about as near as you can get to it in actual life is the "hot" sundae. The hot sundae consists of a scoop of vanilla ice cream with a ladle of rich, heavy, hot chocolate syrup poured over it.

TRY A HOT CHRISTMAS SUNDAE.

Here we have a sign which will undoubtedly attract attention. These hot sundaes are really very good, and they are popular at all seasons. But they fit in well with the holiday spirit, and can be sold well at Christmas time. A neat idea will always help business. There is nothing new about vanilla ice cream with cranberry syrup, and advertised as vanilla ice cream it might not attract much attention. But advertised as "white meat" it excites immediate interest.

Christmas Egg-Nog.

Egg-nog is always a part of the holiday cheer, and, while the druggist's is innocuous beside the real article, it makes a good leader to play up at holiday times.

Cider egg-nog is popular in some localities. Simple syrup, 1 ounce; sweet cider, 7 ounces; 1 egg. Shake with some shaved ice, strain, and serve in a regular soda tumbler, using the fine stream

freely. Add a little more syrup, if desired.

Egg-nog: Vanilla syrup, 1½ ounces; sherry wine, ½ ounce; 1 egg. Shake with some shaved ice, strain, and add fresh milk enough to fill tumbler. Top with nutmeg.

Sherry wine will not "go" in some localities, so be careful on this point. Ginger wine is sometimes used; almost any harmless light wine will do.

Coffee-nog: Coffee syrup, 1½ ounces; vanilla syrup, ½ ounce; 1 egg. Shake with some shaved ice, strain, and fill tumbler with fresh milk. A little port or sherry wine will improve the drink, but, as we say, these are barred in some localities.

Hot egg-nog: This may be served by using hot milk and is possibly more seasonable than egg-nog cold, although both make very good sellers at Christmas.

Other Ideas.

The idea is to feature something appropriate to winter and to the Christmas season.

OLD-FASHIONED CHRISTMAS CIDER.

Such a placard will turn the thoughts of many a man backward to his boyhood home on the farm. Cider used to be a great drink at Christmas time—old-fashioned sweet cider. Why not have some on sale at the soda counter? It fits in well with the season.

The maple products also go well, maple syrup being adapted to many uses at the soda fountain. A maple sundae ought to make a good seller—vanilla ice cream with maple syrup poured over it.

Exercise your ingenuity, and you may be able to think up something more appropriate than anything we have suggested, something which will be all your own.

POINTS ON OPERATING.

The average dispenser hires a good many boys during the course of a year. Oftentimes a number come and go before one sticks. Sometimes a little more care exercised in picking out a boy at the start will save trouble at the finish. Boys who are looking for jobs have a habit of congregating around newspaper offices; they will buy a paper fresh from the press, scan the want advertisements, and then race for the various objective points. The business man enters into the spirit of the game and the first boy to arrive often gets the place. This satisfies our spirit of fair play, but it is not always the wise thing to do. There is little use in giving a boy a place that he is obviously unfitted for, simply because he wants it. It may cause him to lose several years of his life, or it may even cause him to go so far that he can never turn back. It would be better all around to turn him down at the start.

A boy may be well fitted for life in a blacksimth shop, and if he is, the chances are that he is unfitted for life in a drug store.

Some druggists say that they do not know how to pick out a good boy from amid a mob of applicants. Pick out the three cleanest of the bunch and then select the one that seems to be the most intelligent of the three. A dirty boy will do better in a blacksmith shop than in a drug store. By no means select a boy with skin blemishes on hands or face to wait on a soda counter. It is fatal to business, but it is more commonly done than one would think. The writer has seen a fine soda business ruined through putting a boy behind the counter with horrible eruptions on his face. One would think that this would be an impossible choice on the part of any druggist, yet it has been done. Such a boy may be unfortunate, but his place is not be-

WESTERN "THIRTY" ICELESS

The most Modern Conception of Soda Fountain Perfection

Achieves that degree of Simplicity in Construction which eliminates the repair man, and incorporates improvements and distinctively exclusive mechanical features that simply eclipse the more complex and infinitely less satisfactory construction of other fountains. The innovations presented in

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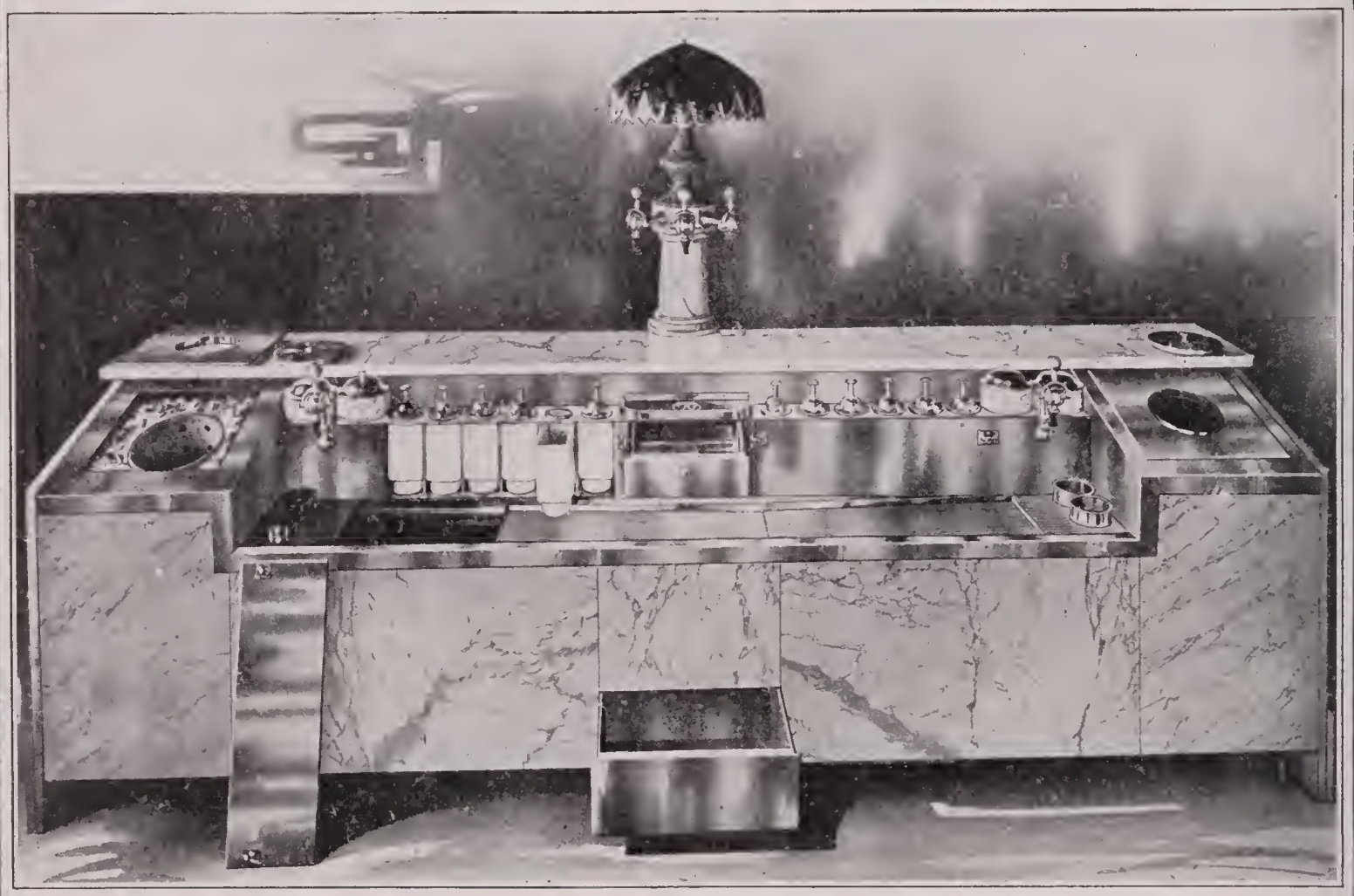
embody a veritable housecleaning for the production of greater efficiency, less complexity and greater satisfaction. We cannot tell you here how admirably these qualities are achieved in this beautiful apparatus.

But, Consider These Superior Points Now



Ice Cream Cabinets are insulated with thick nonpareil cork, sufficient to maintain an average temperature of 8° above zero with one packing—frequency of service considered.

Refuse Pan is in a separately insulated compartment, thus eliminating the unsanitary condition and resultant odors present in other systems.

The Dispenser reaches Ice Cream, Disher Vat, Spoon Vat, Crushed Fruits and Carbonated Water **without stooping.**

Wing Ends are utilized instead of being wasted as they are in other fountains.

Auxiliary Draught Arms at either end of the fountain save steps and prevent delays and crowding during rush hours.

Every Essential to Perfect Service is built in this one piece back counter and superstructure, being auxiliary in point of service.

Refrigeration of Ice Cream Cabinets is above the syrups to gain advantage of the **descent of cold** in its dissipation, thus harnessing every atom of refrigerating energy and converting it to use instead of wasting it. **The Brine** enters the sewer 35° warmer than it leaves the Ice Cream Cabinets.

The least space between coolers and draught arms is three inches.

This Fountain contains over 30,000 cubic inches of pure cork. It draws a drink ready for service at 30°—**It's fool-proof.**

The Operator Has Every Facility At His Finger Tips!

Every step in the manufacture of our Fountains and Fixtures is performed under one roof. Our plant is equipped with every modern contrivance for the production of absolute perfection. **Skillful Craftsmanship, Painstaking Care** and **Critical Inspection,** contribute largely to our reputation as builders of the best in Store Fixtures and Soda Fountains.

Let us tell you about our Soda Fountain line.
Simplify and Lessen Cost.

Get Catalogue "A"

Get Catalogue "A"

LET ONE MANUFACTURER MAKE YOUR FIXTURES AND FOUNTAIN.

Western Cabinet & Fixture Mfg. Co., Kansas City, Mo.

hind a soda counter. Have none other than a clean, healthy-looking boy.

Waiting on the Fountain.

It is very important to have the fountain "waited on" promptly.

Let us say that two customers enter the store at almost the same moment, one stopping before the soda counter, the other proceeding to the dispensing counter. Some drug clerks would make it a point to wait on the customer at the dispensing counter first, leaving the customer at the soda counter to cool his heels. The opposite course would probably be better. Take the customer at the soda counter first, if you can. You can nearly always wait on him in half a minute, whereas the customer at the dispensing counter may require your attention for half an hour. Then there is another point—a customer will often wait for drugs, but seldom for soda water. People waiting at the soda counter can not be held in line more than a few moments at the best.

It is unwise to try to make them wait at all. All the authorities agree that a druggist should strive to bring his fountain to the point where it will support its own staff. If you have a boy who waits on the fountain and also on counter trade, keep him pinned to the fountain during busy hours. Instruct him to look after the fountain first and drug trade afterwards. The average boy will want to do it just the other way. If the clerks wait on the fountain in turn, try to get them to do it cheerfully and promptly. If there is a constant tendency to dodge fountain duty, your soda business will suffer. The fountain ought not to be neglected. That is why it is so advisable to aim to get it to the point where it will support its own working force.

Breaking in a Boy.

Do not take it for granted that a boy knows how to draw soda water simply because he says he does. Too many boys are turned loose behind the soda counter without instruction of any sort. Take a new boy in hand at the start and see what he knows. His way may not be your way. A great many boys are wasteful with syrups and will draw a drink too sweet. Keep an eye on a new boy for awhile and see that he gets started right. With a constant procession of boys coming and going, it will be something of a task to do this, yet it should be done.

A white coat looks nice behind the soda counter, provided it is white. If the boy will not keep his white coat reasonably clean, it may be better to omit it and let him work in his regular clothes.

Accessories.

Nice accessories are always attractive, but the fountain is a business proposition and they should not be too fragile for service.

Much depends on the floor space at your command. If you are doing a big soda business in narrow quarters, your breakage will be larger than if you had plenty of room. Cups and dishes with scalloped edges will chip more easily than with plain round edges. Chipped dishes and cracked glasses should be put out of commission at once. A cracked glass is sometimes made to do duty until it falls apart, but when this is done it generally falls apart at the wrong moment. If an expensive gown is thus ruined, the finish is apt to be very unpleasant.

Dishes that stack well are very handy when you are crowded for space. A plain saucer, for instance, makes an excellent ice cream dish, and you can stack a great many of them in a very small space.

A distinctive pattern or an individual color scheme is a very nice thing to adopt, but remember that crockery and glassware will have to be replaced from time to time and buy with a view to this.

Do not hope to do away with breakage altogether. The heavy stone mugs used in some lunch-rooms will stand a deal of wear and tear without breaking, but they are not suitable for soda fountain use.

Let neatness, above all, govern everything.

HOW TO ADVERTISE.

Somebody has said that this is the age of advertising. The soda fountain ought to come in for its share. Of course, everything that draws attention to the soda fountain acts as an advertisement. An opening day is an advertisement; a window display is an advertisement; a guessing contest advertises the fountain and sometimes advertises it very well. All these things constitute advertisements and are not to be overlooked. The purport of this article, however, is to treat of advertising as confined to its direct forms, mainly as exemplified in printers' ink.

Newspaper Advertising.

Almost every dispenser, and perhaps we had better say every dispenser, can get some good out of newspaper advertising; but it works better for some stores than for others. Take the big dailies in a town of 300,000 or more. Some of the down-town druggists use full-page or half-page ads, and a good part of these ads are sometimes devoted to the soda fountain. They bring results and they must bring adequate results or the down-town druggists would not keep them up month after month. These ads reach people who are going down town to do a day's shopping. They read the ads the night before or the morning of the day set aside, and map out a full day's shopping. If they see a lunch featured, they probably go into that drug store for lunch. They are going down town anyhow, and the store that advertises is apt to get their business.

An up-town store could hardly advertise its soda fountain in such a way as to make these big ads yield adequate results. Such an advertisement would hardly draw people from one residence neighborhood to another residence neighborhood merely to get a glass of soda water. The up-town druggist might be able to afford a full-page ad, but he could hardly make it pay him along these lines. He has a certain number of people living in his neighborhood, and he gets a certain amount of soda water business from these people. He may be able to increase this soda water business by means of judicious advertising, but his advertising will take another form.

The down-town druggist also gets good results from one or two-line reading notices, which take this form:

BLANK'S CALISAYA TONIC, REFRESHING, INVIGORATING, 5 CENTS.

These reading notices are intended to be scattered about the paper, sometimes two or three on a page, either at the bottom of a column or sandwiched in between news items. There may be two or three reading notices on every page of a newspaper putting out sixteen pages. They bring results and constitute an excellent form of advertising matter. The wording should be terse and to the point; the name of the drink, a few words of descriptive matter, perhaps; the price, and the name of the store.

PEACH MELBA SUNDAE, ALL THE RAGE. 5 CENTS. AT BLANK'S DRUG STORE.

This is a sample reading notice. The name of the confection sounds well. "All

the rage" indicates that it is selling well, which is a good point to make. The price reassures any customer who may be in doubt, and the name of the drug store tells where the drink is to be obtained. Always mention your name. Then you get that much before the public if your advertisement accomplishes nothing else.

A town of 15,000 or 20,000 inhabitants, with eight or ten drug stores and a daily newspaper, offers opportunities along these lines.

Reading notices in such a daily are not prohibitive in cost, practically everybody in town reads the daily paper, and every druggist in town can secure results with this kind of advertising or with more ambitious ads. The same applies to the little town which only has a weekly paper. The druggists are more on an equal plane and the big man down town hasn't the bulge on everybody else.

How to Write an Ad.

You may have had absolutely no experience along these lines, yet with practice you can develop into a very fair ad writer. But you must have experience. It is like playing whist; theory is all very well, but you must play the game to learn.

In the first place, decide on something to say. "Blank's Lemon Soda is the best in town" is a form very commonly used. This sort of ad doesn't mean anything in particular. It sets up a broad general claim and one which it may be difficult to prove. "Blank's Lemon Soda is very fine"—here we have a statement not so sweeping, but one which doesn't get down to any particular basis.

BLANK'S LEMON SODA IS MADE FROM THE FRESH FRUIT!

Now we are down to facts. Here is a statement which we can prove, and one which tells its story without making any sweeping claims. The natural inference is that such soda is bound to be good.

Frame your ad in short, strong, Anglo-Saxon words. If you are getting up a somewhat lengthy ad, write it out in full, trying to word it as if you believed it. Write as if you were talking to some customer. After you have finished your ad, go over it and strike out every word which can be spared without obscuring the meaning you are trying to convey. Now go over the ad again and see if you can't boil it down to half the size without losing any of its strength. If you can't boil it down to half the size, boil it down as much as you can. The result will be something that looks like the work of a professional. Do this a few times and you will find that you can write very good advertisements. Keep a scrap-book religiously. Paste into it every ad that is put into print. At the end of a year you will see marked progress. Some people write better ads than others, but very few people write good ads at the start. It takes practice, and practice is within the reach of all.

It is seldom wise to treat of a number of subjects in one advertisement. What makes the reading notice so strong is that it only mentions one thing and covers it in a single line. If you state that your calisaya tonic is very fine, that you have something extra in the way of a peach sundae, that your cherry bounce is high grade, and that your chocolate is something out of the ordinary, why you have a "shot-gun" prescription for the reader to swallow mentally. His attention is not centered on any one thing. It would be better to advertise each of these things separately. The writer is a believer in concentration. Concentrate your efforts on one thing at a time and drive it home to your reader.

Now when you have written a good ad, don't be afraid to buy enough space

MADE IN AMERICA!

Patronize Home Industry!

INCREASE YOUR PROFITS
BE UP-TO-DATE AND SELL

MOORE'S SHEET

OR

BOOK SOAP

SEE IT LATHER!

A purely vegetable soap, put up in this form to fit the vest pocket or lady's hand bag.

An absolute necessity in these days of preventive sanitary measures.

Sells at sight because of its novelty, and repeat orders come on account of its quality.

Be the first one in your town to show this. Advertising and display cards upon request.

50 Leaf Book gives 100 Washes for 10 Cents. 1 doz. Books put up in Display Box. Per gross, $9.00.

Trade at present supplied with our new design covers, Moore's, Purity, Travelers' Companion, and Savonoid.

Sold by Leading Jobbers Everywhere. Manufactured by

(A Corporation) **MOORE BROS. COMPANY,** (Established 1890)

288 Greenwich Street, NEW YORK.

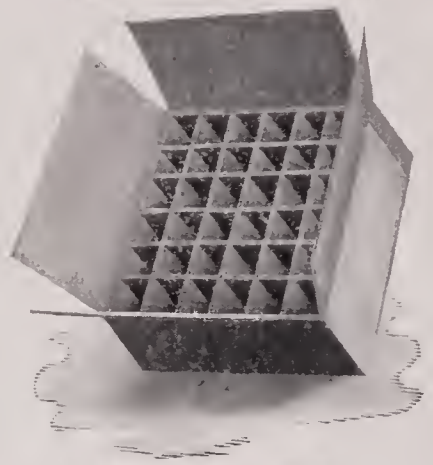
WANTED

AN OPPORTUNITY
—TO—
QUOTE YOU PRICES

ON **CORRUGATED BOXES,** AND

YOUR ATTENTION LONG ENOUGH

To consider **SEVEN GOOD REASONS** why you should use our Corrugated Boxes for all shipping purposes.



1st. They insure safety in shipment.
2nd. They cost much less than the wooden box.
3rd. They reduce shipping expenses materially.
4th. They expose any attempt at tampering in transit.
5th. They require very little storage room.
6th. They facilitate packing and save breakage.
7th. They exceed the railroad requirements from 30 to 100 lbs. to the square inch, Mullen test.

(We make the best Corrugated Box on the market. We will design a box for any purpose whatever if you will send us inside measurements.)

OUR PRICES WILL DO THE REST.

Don't order until you have our prices. Samples submitted if prices approved.

INDIANA CORRUGATED PAPER BOX CO., Vincennes, Ind.

QUALITY HAND COLORED LOCAL VIEW POST CARDS

MADE FROM YOUR OWN PHOTOS
AT LOW PRICES

Delicately Tinted; True to Nature; Pleasing to the Eye; The Kind that Appeals to Most People

SATISFACTION GUARANTEED
PROMPT DELIVERY

WRITE FOR SAMPLES

Glazed Litho-Chrome Glazed Phototone, Etc.

SEVEN STYLES TO SELECT FROM

E. C. KROPP CO.

85 Buffalo St., :: MILWAUKEE, WIS.

"14 YEARS' EXPERIENCE AT YOUR SERVICE"

Needham's Extract of Red Clover

Still the Popular, Profitable Product
it has been for over a quarter of a century

How Are Your Sales Going?
Let us help matters along with some circulars bearing your store card

Red Clover Blossoms, $4.00 per doz.
Solid Extract Red Clover, $8.00 per doz.
Large Size Solid Extract, $20.00 per doz.

D. NEEDHAM'S SONS
Lakeside Building, Chicago, Illinois

to give it a setting. Your ad should not be spread out to cover all your newspaper space. It needs a margin of white paper to set it off properly. This enables it to stand out from the rest of the printed page. A rambling advertisement attracts little attention and seldom holds the attention it does attract.

Advertisements should be changed frequently. An ad connected with a local happening generally has force, and this is a good thing to bear in mind. There was a fair being given in a small city and a local druggist ran the following ad:

DURING THE OCTOBER FAIR
GO TO BLANK'S
FOR GOOD SODA WATER.

This ad was all very well in its way, and it brought the druggist some business. But it was still running in the local paper two years after the fair was over. The ad, in fact, was never changed. It ran on and on. This kind of advertising is a mistake. There is no use in stamping yourself as a back number and paying for the privilege.

Advertising in Programs.

The druggist is frequently called on to put an ad in a program of some kind. This kind of advertising doesn't yield the best results in the world, but you can't escape it, and therefore you might as well try to make it yield as large results as may be possible.

In such cases, instead of inserting a rambling ad, concentrate on something. In summer advertise a summer specialty, and in winter play up some hot soda novelty that you may be running. Do not advertise the ordinary run of soda that everybody knows you carry, or takes it for granted that you carry. On the contrary, seize this occasion to advertise some novelty. If you have no novelty, you might get up one; the same old drink, with a different name, often sells.

Program advertising does not go entirely to waste if used to supplement your other advertising, and the program is a very good place to display a well-worded ad. If you can get up a bright, catchy ad, you may not sell any soda on the strength of it, but it will bring you favorably before the community. Anything that gets you a reputation for cleverness will help your general business, and it is therefore well to get up something of this sort for a program advertisement.

Other Advertising.

Nearly every druggist who has a side wall has a display ad of some sort painted on it. This is a permanent ad, of course, and is not changed very often. Frequently a great many articles are mentioned in this ad. We do not want to criticize this system, but we believe it is well not to mention too many things. If you have some special drink of your own, here is an excellent opportunity to advertise it to advantage.

The same applies to painting signs on rocks, or fences, or barns.

You can't put a whole bunch of stuff in these ads and expect the ad to exert its full pulling power. The writer believes that printer's ink offers the best opportunities, but sometimes it may be supplemented to advantage by advertising on fences or walls. In a general campaign everything counts, and one style of advertising backs up another. Advertising ought to be done with some sort of system. If you try an ad in the paper one week, just to see how it goes, and then drop it, reviving it again in a month or so, you probably won't acquire a very good opinion of the value of advertising. Conducting an advertising campaign is a good deal like driving a nail. If you stop after the first or second blow the result aimed at still remains unattained, and all previous efforts go to waste. You

must keep sending home blow after blow until the result desired is attained.

Folders are very good things to use in advertising soda water.

They may be utilized as inserts for packages, one being placed, as opportunity offers, in the packages that leave the store. A pile may be placed on the counter, from which customers may help themselves.

Advertising matter which a customer picks up without urging is apt to be read. Folders may also be sent through the mails or distributed from door to door. A folder gotten up in the form of a soda menu often brings very good results. Such folders serve a double purpose, acting as menus and also as advertisements.

We believe it is better to send folders through the mail than to distribute them from door to door. They get more attention and a large percentage of advertising matter thrown into doorways goes absolutely to waste. Some people resent receiving this kind of advertising matter and some cities have even passed regulations against it.

All advertising matter should be gotten up in good style. Have paper of good quality and have the presswork done by a capable man. Cheap advertising matter is apt to convey the impression that you are running a cheap store, and thus your purpose defeats itself.

Aim to get out neat copy. Don't have anything cheap about your advertisements.

Part II. The Mixing Department.

Mixing and Manufacturing — Useful Tables — Essences and Extracts — Syrups — Added Ingredients — Coloring — Foams — Whipped Cream — Ice Cream and Ices — Frappes — Crushed Fruits.

EVERY dispenser does more or less mixing, of course, and the dispenser who makes his own extracts is actually manufacturing sometimes on a large scale. Even though you do no manufacturing, it is well to put the mixing room on the basis of a separate department.

Formulas should not be merely thrown together and it is unwise to carry your formulas in your head. A formula book is a good thing. If you can improve a formula, do so, and note the changes in your book. A formula that will suit one community will not always please another, even though it be a good formula. If you have a permanent book, when you hire a new man he will know how to handle your formulas.

Guesswork in mixing is not to be encouraged because it is apt to impair the uniformity of your products. Have the proper measuring utensils and have plenty of them.

1. Useful Tables.

In delicate or even in ordinary operations, the use of a graduated measuring glass is strongly recommended. Teaspoons, for instance, vary in capacity, and while a teaspoon is commonly said to hold one dram, it will frequently hold nearly twice this quantity.

Gee's Table of Drops.

Used in estimating the amount of a flavoring extract necessary to flavor a gallon of syrup. Based on the assumption of 450 drops being equal to one ounce.

One drop of extract to an ounce of syrup is equal to 2 fluid drams to a gallon.

Two drops of extract to an ounce of syrup is equal to 6½ fluid drams to a gallon.

Three drops of extract to an ounce of syrup is equal to 6½ fluid drams to a gallon.

Four drops of extract to an ounce of syrup is equal to 1 ounce and 1 dram to a gallon.

Five drops of extract to an ounce of syrup is equal to 1 ounce and 3⅛ drams. to a gallon.

Six drops of extract to an ounce of syrup is equal to 1 ounce and 5½ drams to a gallon.

Seven drops of extract to an ounce of syrup is equal to 2 ounces to the gallon.

Eight drops of extract to an ounce of syrup is equal to 2 ounces and 2½ drams to a gallon.

Nine drops of extract to an ounce of syrup is equal to 2 ounces and 4½ drams to a gallon.

Ten drops of extract to an ounce of syrup is equal to 2 ounces and 6¾ drams to a gallon.

Twelve drops of extract to an ounce of syrup is equal to 3 ounces and 3¼ drams to a gallon.

Fourteen drops of extract to an ounce of syrup is equal to 4 ounces to a gallon.

Sixteen drops of extract to an ounce of syrup is equal to 4 ounces and 4⅛ drams to a gallon.

STOP

If You'll Buy Ice Cream We'll Buy Butterscotch

To Further Introduce This Profitable New Delicacy

THIS JAR COSTS YOU $1.25

YIELDS A PROFIT OF $9.60

A rapidly increasing demand has been created for this King, Queen and President of all Soda Fountain Syrups

ORIGINAL BUTTERSCOTCH SUNDAE

One Jar of Original Butterscotch Sundae diluted with Simple Syrup will make 128 Sundaes. Sold at 10c each, and counting all cost of Ice Cream and Syrup this yields a clear profit of $9.60 for you.

YOU OUGHT TO TRY THIS
Best Repeater the Soda Fountain has ever known

FREE TO YOU

Mail us a card signifying your willingness to introduce this Original Butterscotch Sundae at

YOUR SODA FOUNTAIN

and we will send you enough Syrup to dispense 12 Sundaes. Let us tell you more about this offer.

Cedar Rapids Candy Co.
CEDAR RAPIDS, IOWA

"THE HOME OF ACME CHOCOLATES"

CELERY-VESCE
(TRADE MARK)

GRANULAR EFFERVESCENT

(Put up in 10c, 25c, 50c and $1.00 Bottles)

For Headache, Neuralgia, Sour Stomach. Sweetens the Stomach, Braces the Nerves and Clears the Brain

IT IS AS

PLEASANT AS CREAM SODA

SPEEDY, EFFICIENT, SATISFACTORY

HERE ARE 3 SPECIAL OFFERS

made to stimulate interest and your co-operation in sales over your counter and at your Fountain

ORDER THROUGH YOUR JOBBER

OFFER No. 1.

With an order of **Celery-Vesce** amounting to $3.00, assorted as desired, two (2)-25 cent bottles of **Celery-Vesce** will be included free of charge.

OFFER No. 2.

With an order of **Celery-Vesce** amounting to $6.00, assorted as desired, six (6)-25 cent bottles of **Celery-Vesce** will be included free of charge,

OFFER No. 3.

With an order of **Celery-Vesce** amounting to $12.00, assorted as desired, twelve (12)-25 cent bottles of **Celery-Vesce** will be included free of charge, and an extra discount of 5 per cent will be allowed, making net amount of $11.40.

CENTURY CHEMICAL COMPANY
Indianapolis, Ind.

WILLIAMSON'S CARAMEL

Insist on getting Williamson's Caramel from your supply house. It means the best Caramel produced, strong, soluble and exceedingly brilliant.

D. D. WILLIAMSON & CO.

Established in 1875

LARGEST MAKERS OF CARAMEL,

86 FULTON ST. NEW YORK

Send For Sample

The only Liquid Coffee Flavor on the market that does the work is

Arabian Coffee Flavor

FOR ICE CREAM
SODA FOUNTAIN AND
CONFECTIONARY

ABELSEN & SCOTT
PROVIDENCE, R. I.

Eighteen drops of extract to an ounce of syrup is equal to 5 ounces and 1 dram to a gallon.

NOTE.—The estimate 450 drops to the ounce, while accurate and reliable enough in this particular relation, must not be relied upon for pharmaceutical purposes, in which, as has frequently been demonstrated, the drop varies within a very wide range, according to the nature of the liquid, its consistency, specific gravity, temperature, and also the size and shape of the aperture from which it is allowed to escape.

Table of Fluid Measure.

Sixty minims are equal to 1 fluid dram.

Eight fluid drams are equal to 1 fluid ounce.

Sixteen fluid ounces are equal to one pint.

Two pints are equal to 1 quart.

Four quarts are equal to 1 gallon.

One pint of distilled water weighs about 1 pound.

Capacities of Common Utensils.

A teaspoon is said to hold 1 dram.

A dessert spoon is said to hold 2 drams.

A tablespoon is said to hold 4 drams or half an ounce.

A wine glass is said to hold 2 fluid ounces.

A teacupful of sugar weighs about half a pound.

Three tablespoonfuls of sugar weigh about one-quarter of a pound.

These capacities are only suitable for rough measuring purpose and should not be used in pharmaceutical operations.

2. Essences and Extracts.

Essences or Extracts (as applied to soda water the words mean the same thing) were much used during the early days of soda water, and were then of considerable importance. That importance has waned, however, with the advent of fruit juices and concentrated syrups. The tendency nowadays is to use extracts sparingly. Much better results can be secured through the use of juices, syrups, or the fresh fruit.

But there are some syrups, such as ginger, sarsaparilla, and vanilla, that will always be made by using extracts. In such cases, we have tried to give complete formulas for the extracts required. In manufacturing extracts, aim to secure pure oils and a good grade of alcohol.

1. Almond Extract.

Oil of bitter almonds.....3 drams.
Alcohol .....1 pint.

Dissolve the oil in the alcohol and filter through powdered carbonate of magnesia.

2. Almond Extract.

Oil of bitter almonds, deprived of hydrocyanic acid..... 1 ounce.
Alcohol .....15 ounces.

Mix.

Anise Extract.

Pure oil of anise.....4 drams.
Alcohol .....8 ounces.

Mix and filter.

Birch Beer Extract.

Oil of cloves.....30 minims.
Oil of sassafras.....30 minims.
Oil of cassia..... 3 minims.
Oil of lemon..... 2 drams.
Oil of wintergreen..... 4 drams.
Alcohol ..... 1 pint.

Mix and filter through magnesia.

Caraway Extract.

Pure oil of caraway.....80 minims.
Alcohol ..... 8 ounces.

Mix and filter.

1. Cardamom Extract.

Pure oil of cardamom.....80 minims.
Alcohol ..... 8 ounces.

2. Cardamom Extract.

Cardamom seed..... 6 ounces.
Alcohol .....8 ounces.

Bruise the cardamom seed and macerate with the alcohol for one week. Then filter and add enough alcohol to make 1 pint.

Celery Extract.

Celery seed.....3 ounces.
Alcohol, diluted.....8 ounces.

Bruise the celery seed and macerate with the alcohol for one week. Then filter and add enough diluted alcohol to make 1 pint.

1. Cinnamon Extract.

Pure oil of cinnamon.....90 minims.
Alcohol ..... 8 ounces.

2. Cinnamon Extract.

Pure oil of cinnamon.....60 minims.
Pulverized cinnamon bark.... 1 ounce.
Alcohol ..... 8 ounces.

Mix the oil with the alcohol. Moisten the cinnamon bark with 8 ounces of water, add to the alcohol, macerate for a week, and filter.

Clove Extract.

Pure oil of clove.....90 minims.
Alcohol ..... 4 ounces.

Mix the oil with the alcohol, add 4 ounces of water, a little at a time, and filter.

1. Coffee Extract.

Mocha coffee, coarsely ground..5 ounces.
Java .....5 ounces.
Diluted alcohol.....2 pints.

Moisten the coffee with 8 ounces of diluted alcohol and let stand in a percolator for several hours. Then pass through sufficent diluted alcohol to make 2 pints.

2. Coffee Extract.

Mocha coffee, coarsely ground..8 ounces.
Java .....4 ounces.
Rio .....4 ounces.

Place the coffee in a covered vessel and pour over it 1 quart of boiling water. Let the mixture stand for 10 minutes. Strain, set the liquid aside and pack the wet coffee in a percolator. Pass the original liquid through the percolator, adding boiling water, until 2 quarts of percolate are obtained. Add 8 ounces of sugar and four ounces of glycerin.

NOTE.—Coffee extracts are intended for making hot soda drinks. For cold soda, coffee syrup should be made up ready to use. It is difficult to set down any hard and fast rules for making coffee extracts, as the various coffee blends vary greatly in strength. The best way is to experiment with the various coffee extracts, and when you strike a combination that seems to suit your trade, stick to it.

Coffee essences are mostly aqueous extracts, in fact, nothing else than infusions. In making these extracts, the following process is as good as any. Take 1 pound of freshly roasted coffee of any desired blend and coarsely ground. Moisten with boiling water and pack in a percolator. Pass through sufficient boiling water to obtain 1 quart of percolate. Pass this percolate through a second time if necessary, the idea being to exhaust the coffee. But do not exhaust the coffee to the point of bitterness. Bring the final percolate up to 1 quart by pouring more boiling water upon the coffee if necessary. Now add a few ounces of sugar.

1. Ginger Extract.

Jamaica ginger, coarse powder. 8 ounces.
Alcohol .....32 ounces.

Moisten the ginger with 8 ounces of alcohol and macerate over night. Pack loosely in a percolator and gradually pour on the rest of the alcohol. When the last of the alcohol has begun to seep through you can prevent any alcohol remaining with the powder by pouring water on top of the ginger. A dark line will mark the dividing point between the alcohol and the water. As the last of the alcohol passes through, stop the operation and throw away the exhausted powder.

2. Ginger Extract, Soluble.

Fluid extract of ginger.....5 ounces.
Powdered pumice.....2 ounces.

Place together in a bottle and let stand for 3 hours, shaking frequently. Add 12 ounces of water, a little at a time, and shaking frequently. Let stand over night and filter. If the filtrate is cloudy, pass it through a second time.

Ginger Ale Extract.

Jamaica ginger..... 6 ounces.
Powdered capsicum..... 2 drams.
Powdered cardamom.....30 grains.
Powdered cinnamon.....90 grains.
Powdered cloves.....30 grains.
Alcohol, diluted.....16 ounces.

Mix the powders, moisten with diluted alcohol, and macerate over night. Pack in a percolator and pass through the

rest of the alcohol. A little fresh lemon peel will give an added flavor if macerated in the product for several days.

Note. The term "ginger ale extract" is very flexible. Almost any combination of spices will furnish a so-called ginger ale extract. We recommend purchasing ginger ale extract from some house that has perfected a standard formula.

Lemon Extract, Quick Process.

Oil of lemon, fresh.....3 drams.
Alcohol .....8 ounces.

Dissolve the oil in the alcohol and filter through magnesia. This makes a strong extract, and smaller quantities than usual may be used in mixing syrups.

Lemon Extract, Slow Process.

Oil of lemon, fresh.....10 drams.
Lemon peel..... 3 ounces.
Alcohol .....1 pint.

Place the lemon peel with the alcohol in a tight bottle and macerate for 15 days, then dissolve the oil of lemon and filter. This makes a strong extract of a very rich golden color.

Note. By varying the amount of oil, lemon extract may be made as weak or as strong as desired. It is a delicate product, and everything depends upon securing a pure fresh oil. Stale oil of lemon will furnish a bitter and unpleasant extract. The lemon peel is added principally for coloring, although it does give a smoother and more delicate flavor.

Mace Extract.

Mace, coarse powder.....2 ounces.
Alcohol .....8 ounces.

Macerate for 1 week (2 weeks is not too much) and filter.

Nutmeg Extract.

Oil of nutmeg.....40 minims.
Nutmeg, coarse powder..... 2 drams.
Alcohol ..... 8 ounces.

Mix and macerate for 1 week, and filter.

Note. In all macerations, it is well to agitate occasionally.

1. Orange Extract.

Oil of orange, bitter..... 5 drams.
Fresh orange peel..... 2 ounces.
Alcohol .....16 ounces.

Mix and macerate for 1 week, and filter.

2. Orange Extract, Soluble.

Oil of orange, bitter..... 6 drams.
Fresh orange peel.....3 ounces.
Alcohol, diluted..... 8 ounces.
Alcohol, pure..... 4 ounces.

Mix the oil of orange with the pure alcohol and rub up with magnesia. Then add the diluted alcohol, the orange peel, and macerate for 15 days. Filter and add enough water through the filter to make the filtrate measure 16 ounces.

Note. Oil of orange is a delicate product, and pure fresh oil must be used to secure good results. Both the oils of lemon and orange are often preserved by the addition of a small quantity of pure alcohol.

Peppermint Extract.

Oil of peppermint..... 5 drams.
Alcohol ..... 8 ounces.

Mix, add a few peppermint leaves, macerate over night, and filter.

Sage Extract.

Oil of sage.....90 minims.
Sage leaves..... 2 drams.
Alcohol ..... 8 ounces.

Mix, macerate over night, and filter. This extract is sometimes used for flavoring soups and broths.

1. Sarsaparilla Extract.

Oil of anise..... 2 drams.
Oil of sassafras..... 4 drams.
Oil of wintergreen..... 6 drams.
Alcohol ..... 1 pint.

Mix. This makes a strong and very satisfactory extract. The finished syrup should be colored with caramel.

2. Sarsaparilla Extract, Soluble.

Oil of anise..... 1 dram.
Oil of sassafras..... 2 drams.
Oil of wintergreen..... 2 drams.
Alcohol ..... 8 ounces.

Mix the oils with the alcohol and rub up with carbonate of magnesia. Macerate this mixture for 15 days, with the addition of 8 ounces of water. Then

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YOU RECOGNIZE THE VALUE OF CO-OPERATION.

OUR co-operation has made it possible for thousands of druggists to achieve the success to which their abilities and opportunities entitle them. We have caused them to realize the value of giving their stores individuality. We have shown them that in order to be effective, the equipping must be done superbly well. Effective, 100% efficient equipment is the kind which largely increases business and profits. We insist on installing that kind or none.

Don't get it into your mind that this necessarily means the investment must be large, because quite the contrary is true. We positively know that no man can accomplish more with a small amount than we can, and few can ever hope to equal our results. Many years devoted exclusively to this work, gives us a wonderful advantage.

YOU KNOW THAT KNOWLEDGE IS POWER.

Our knowledge and large experience, gained by thirty years of intense study devoted exclusively to specializing in the equipment of drug stores, has given us a power to be of tremendous service to you in increasing your business.

In this statement, there is not an atom of theory, but it is an absolute fact which we are in a position to positively prove and demonstrate to you if given an opportunity.

Theory is a good thing in its place, but for facts we have a great respect. We can acquaint you with some facts, which will surely set you thinking.

OUR PAST RECORD SHOWS OUR CLAIMS TO BE VERY CONSERVATIVE.

Furnishing additional equipment or equipping second and third stores for our customers, who have more than one, constitutes a considerable portion of our yearly business. This, we consider indisputable evidence that we make good our claims, because no successful and experienced business man would make a further investment in equipment unless he had found it profitable; and in the many years, over a quarter of a century, which we have been advertising that we could increase any druggist's business and enlarge his opportunities, there has been ample time for the facts to become thoroughly known.

Giving our customers all they expected, and then a whole lot more, is what makes them our friends for life. Naturally, they speak well of us and our work to others who may be interested. This means more business for us.

WE ARE NOT JUST FIXTURE BUILDERS; WE ARE THAT WHICH IS MUCH MORE IMPORTANT, BUSINESS BUILDERS.

Experience has shown us that many druggists are apt to be submerged in a mass of details, and as a result do not get the proper perspective. Opportunity is ever before them, but seemingly is never recognized. They have followed the rut so long that it has become a habit which rules their lives. Thus, they never get on speaking terms with true Prosperity.

It has been our business and pleasure to make many recognize and fully utilize their opportunities, changing them from small shop-keepers to great merchants. In this manner, we have justly earned for ourselves the title, Business Builders.

If you are ambitious to make more money, write us for our proposition. We have helped thousands to a greater prosperity; why not you?

C. H. BANGS DRUGGISTS' FIXTURE CO.

101 Tremont Street, Boston, Mass.

filter, adding water enough through the filter to bring the filtrate up to 16 ounces.

1. Vanilla Extract.

Vanilla bean..... 1 ounce.
Alcohol, diluted..... 1 pint.

Cut the vanilla bean fine. Some recommend pounding it in a mortar with sugar or rock candy to further divide it. Sand and broken glass have often been used for this purpose, but these agents hardly seem advisable. Macerate the bean with the alcohol for at least 3 weeks and then percolate.

The whole secret of securing a good vanilla extract lies in buying good beans and in long maceration. Some druggists keep vanilla bean macerating all the time, drawing off a portion from time to time, and adding fresh ingredients. Vanilla extract is said to improve with age.

2. Vanilla Extract.

Vanilla bean.....1 pound.
Alcohol, diluted.....1 gallon.

Chop the bean very fine, add the diluted alcohol, and macerate for one month, using no other indgredients. Percolate and add two pounds of sugar. An old druggist claims that this will give as fine a product as can be obtained. One ounce of a strong extract will go as far as two ounces of a weak extract, so in the end there is nothing saved.

3. Vanilla Extract.

Vanilla bean..... 8 ounces.
Alcohol .....24 ounces.
Glycerin .....12 ounces.

Chop the bean fine and macerate for several weeks. Percolate and add sufficient diluted alcohol to make two quarts.

NOTE.—Fresh, rich bean makes the best extract. Some authorities claim that vanilla extract ought to stand at least six months before using. Vanilla will absorb other odors or flavors, and if you manufacture the extract in juxtaposition to an ill-smelling drug, you will run the risk of hurting your product. If you are not a judge of bean, you will have to depend upon some good, reliable house, not a bad plan under any circumstances. The price of vanilla bean fluctuates considerably, according to crop conditions.

3. Syrups.

Some Rules for Mixing.

Syrups are made by adding extracts to simple syrup, by diluting purchased concentrated syrups with simple syrup, by treating fruit juices with sugar, and from the fresh fruit by adding sugar or simple syrup or both. The rules we offer are not many, and will improve your product if observed.

See that utensils are kept clean. This ought to be superfluous advice, but some boys will not take it.

Have separate vessels for mixing such syrups as sarsaparilla and ginger. These are strong syrups and nearly always leave traces behind.

Add extracts only to cold syrup. Extracts mixed with hot syrup are apt to evaporate.

Add foam only at the last moment; that is, just before pouring the syrup into the syrup jar.

Apply this rule also to acid solutions; in fact, to all extraneous ingredients.

Keep all your packages well stoppered.

Mix delicate syrups only in small quantities.

Buy reliable goods.

Don't skimp

Preservation of Syrups.

Glass containers are excellent for keeping syrups which are ready for the fountain, and if you will make a collection of gallon bottles, such as mineral waters come in, you will find them equal to every need. Labels pasted on such bottles and then covered with a thin coating of shellac will last a long time and permit the bottles to be washed readily inside and out. A good assort-

ment of containers and utensils in the mixing department will save trouble and time.

In pouring syrups into the syrup jars, long-necked bottles are more useful than other containers, as you can insert the neck of the bottle into the syrup jar and so avoid spilling a drop of syrup. It is difficult, when one is in a hurry, to pour syrups into the syrup jars from wide mouthed containers without splashing. Spilt syrup renders the interior of the apparatus very sloppy.

All containers and syrup jars should be scalded frequently for sterilizing purposes. Syrups placed in clean, well-corked bottles, kept at a fairly cool temperature, will not deteriorate for quite a long time. In pouring hot syrups into glass containers, first pour in a few ounces of the syrup, then pause a moment before pouring the rest. A cold bottle, filled hastily with a hot syrup, will often crack. Keep syrups and extracts in a cool place and one protected from strong light. If you pour fresh syrup into a musty syrup jar, you injure your product immediately. A reasonable amount of care in the mixing department will yield manifold results, and a little wise supervision is never out of place.

Simple Syrup.

Simple syrup, that is, sugar dissolved in water, is the basis of practically all fountain syrups. In making simple syrup, the use of distilled or thoroughly filtered water is strongly recommended. Water containing impurities will, of course, give you an impure product. To always boil the water is a very wise precaution.

We give several formulas for simple syrup, but the whole thing simmers down to the question of how much sugar you want to a gallon of water. If you make a thin syrup, you will have to use more of it to sweeten a glass of soda. If you make a heavy syrup, you will not have to use so much. A thin syrup will probably not keep so well as a heavier syrup. It is well to select a standard syrup and stick to it. If you keep changing your syrups, you will not gain customers. Some recommend the use of 8 pounds of sugar to the gallon, "a pound to a pint," others recommend 10 pounds to the gallon. A great many experts recommend 12 pounds of sugar to the gallon, and we base the formulas given herewith on that proportion.

CONTAINER. For a syrup container, a heavy crock with faucet attached is as good as anything you can get. Some use a keg and some use tin receptacles. A faucet with strainer attached is a good thing under any circumstances. All containers should be kept constantly covered. A container should be large enough to hold at least 10 gallons.

PROCESS. Simple syrup may be made by boiling, by percolation, and by agitation. Each process has its adherents, but many experts favor agitation.

1. Hot Process.

Sugar ..... 12 pounds.
Water ..... 1 gallon.

Bring the water to a boil, and pour upon the sugar, stirring constantly until all sugar is dissolved.

2. Cold Process.

Sugar ..... 12 pounds.
Water ..... 1 gallon.

Mix by agitation. A large spoon may be used for stirring, but a wooden paddle is better.

3. By Percolation.

Sugar ..... 12 pounds.
Water ..... 1 gallon.

Have a percolator made large enough to hold the quantities, and with a wire sieve or strainer at the bottom. Place the sugar in the percolator and pour on hot or cold water until the sugar is dissolved.

Some dispensers keep a percolator in operation all the time. Many favor the

use of rock candy syrups, which come already prepared.

Syrup Formulas.

In preparing fountain syrups from extracts, a rough rule says to dissolve an ounce of extract to a gallon of simple syrup, that is, a dram of extract to a pint of simple syrup. But no absolute rule can possibly be followed. Extracts vary in strength. If you are using a strong extract, it will not take so much to flavor a gallon of syrup as would be required if you are using a weak extract. It is necessary to experiment. Take half a gallon of simple syrup and add your extract a little at a time, tasting your product frequently. When you have hit about the right combination, make a note on the label of your extract bottle of the quantity required.

Ambrosia Syrup.

Raspberry syrup.....1 pint.
Vanilla syrup.....1 pint.
Pineapple syrup.....1 pint.

"Ambrosia syrup" is merely a name. There are dozens of various combinations in use.

Apple Syrup.

Apples, well ripened.....10 pounds.
Sugar .....10 pounds.
Water .....1 gallon.

Peel the apples, remove seeds and cores, cut into small pieces, and rub up in a mortar or porcelain-lined dish. Add the water and let stand over night. Strain the product and dissolve the sugar, place on a slow fire and bring gradually to the boiling point. Strain a second time if necessary. Do not allow the sugar to burn. This is a delicate syrup and should be made only in small quantities.

Banana Syrup.

Bananas, well ripened.....10 pounds.
Sugar .....12 pounds.
Water .....1 gallon.

Cut the bananas into slices lengthwise and place in a receptacle with about three pounds of sugar, first a layer of bananas, then a sprinkling of sugar, and so on. Let this stand for several hours.

Now rub up the bananas with the water, which has been previously heated, dissolve the rest of the sugar, and strain. Green fruit will not yield results; on the other hand, decayed fruit should not be employed. This is a delicate syrup and most authorities recommend that it be made fresh every day, old syrup being thrown away.

Bisque Syrup.

Fresh roasted almonds.....3 ounces.
Walnuts .....1 ounce.
Simple syrup.....1 gallon.

Rub up the nuts and mix gradually with the simple syrup, heat for a few moments and strain. This is used mainly for sundaes and other specialties.

Champagne Syrup.

Champagne cider..... 1 gallon.
Sugar .....12 pounds.

Mix. This is a "fancy" syrup, and a number of combinations pass under this name.

Cream Syrup.

Fresh cream..... 1 quart.
Fresh milk..... 1 pint.
Powdered sugar.....24 ounces.

Dissolve sugar by stirring. This syrup is used in some few specialties. It will not keep long, should be made in small quantities, and kept constantly on ice.

Grape Syrup.

Unfermented grape juice.....1 pint.
Simple syrup.....3 pints.

Mix.

Lemon Syrup.

We give only one formula for this because we believe it to be equal to any. The only variation might be in the number of lemons required. If lemons are running large and juicy not so many are needed as when they are small. Care

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¶ Our equipment and facilities are organized for the close study of your particular requirements.

¶ This organization has made us familiar with the technical needs of the druggist.

¶ Every detail of workmanship in our outfits demonstrates the masterful incorporation of service and appointment.

¶ These details have stamped our fixtures with the distinct qualities of individuality and purpose and raised them above the commonplace **stock fixture variety** to a class of manifest superiority.

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THAT

Overhead wall cases display as much stock as the entire wall-case equipment of the average drug store.

A brass railing encloses the overhead walk and adds to the embellishment of the store.

The overhead cases are reached by a rubber-tired ladder that moves noiselessly in a floor track, and can be shifted by a mere touch.

Both you and your customer can move along the front of display cases and enjoy freedom of elbow room.

THAT

The receding shelves of the lower cases present a full view of everything displayed thereon.

The view of the store as a whole is unobstructed from front to back, enabling the prescription clerk in the rear to observe everything, and, if necessary, to watch store while he works.

Ample and appropriate **Store Room** facilities are afforded by Stock-Room shelving extending longitudinally from front to rear, the full length of the store, **behind your regular store shelves.**

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should be taken, however, to select fine, juicy fruit.

Fresh lemons..... 1 dozen.
Sugar ..... 1 pound.
Simple syrup.....10 pints.

Wash your lemons and grate them lightly, taking off the outside rind, but not getting down to the white of the skin. This outside rind provides oil and coloring. An ordinary tin kitchen grater may be used. Now rub up the rind with the sugar under the pestle thoroughly, using a heavy pestle and rubbing well. Powdered sugar would not answer for this purpose, as it would not cut the gratings.

If lemons are running small, increase the number used, as you must have a sufficient quantity of juice. This syrup is so excellent that it would not pay to skimp. Cut your lemons with a knife of silvered steel, one that will not discolor or give a tang of metal to the juice. Squeeze your lemons into the mixture of sugar and gratings, mixing up the juice well. Now add your simple syrup, mix well, and strain. You now have nearly a gallon and a half of fine, rich lemon syrup, with the full flavor and coloring of the fruit. This syrup should be strained through clean cheese cloth.

Lime Syrup.

Lime syrup may be made in the same way as the preceding, but as limes are smaller, more fruit will be required to the same amount of syrup as given in the preceding. The rind of the lime is thin and does not grate well. The gratings of a few lemons, as in the foregoing process, will improve.

1. Maple Syrup.

Vermont maple syrup.....3 pints.
Simple syrup.....1 pint.

Mix. The maple syrup of commerce varies in density, and it is therefore difficult to give a fixed formula. Add your simple syrup in such proportions as seem necessary to furnish a finished syrup suitable for fountain use.

2. Maple Syrup.

Maple sugar.....4 pounds.
Water, q. s.

Add enough water to make a fountain syrup. Try it with one quart of water, and if the syrup seems too thick, add more water until the proper proportions are reached to get a syrup that will flow freely.

Dissolve the sugar by means of a gentle heat.

Nectar Syrup.

Strawberry syrup.....2 quarts.
Pinapple syrup.....2 quarts.
Vanilla syrup.....2 quarts.

Nectar is a combination of other syrups, and various combinations pass under this name. The above combination is one very commonly used.

Orange Syrup.

This is made by the same process as lemon syrup. Oranges vary, and you cannot make a good syrup from dry fruit. Aim to get fresh, juicy ornages.

Fresh oranges..... 1 dozen.
Sugar ..... 1 pound.
Simple syrup.....10 pints.

Wash your oranges and grate the outside peel. Rub up with the sugar under a pestle. Cut your oranges and squeeze the juice into the gratings. Add your simple syrup, mix, and strain through cheese cloth. It is permissible to squeeze out the last remnants of the syrup through the cloth. This will produce a fine, richly-colored syrup. If the syrup does not seem rich enough, use a few more oranges. Blood orange syrup may be made in the same way.

Orgeat Syrup.

Almonds, blanched.....1 pound.
Water .....2 quarts.
Sugar .....4 pounds.

Rub the almonds up thoroughly with one pound of sugar and a little water, using a pestle and smoothing out all

lumps. Add the rest of the water, strain, and dissolve the sugar by heating slowly. A little orange flower water is often added.

Pepsin Syrup.

Essence of pepsin.....20 drams.
Simple syrup.....40 ounces.

Mix.

Pistachio Syrup.

Pistachio nuts.....1 pound.
Simple syrup.....1 gallon.

Rub up the nuts thoroughly with a little sugar and water, using a pestle and smoothing out all lumps. Heat the syrup to the boiling point and mix with the paste, then strain.

Rose Syrup.

Rose water..... 1 pint.
Sugar .....20 ounces.

Dissolve the sugar. This is a fancy syrup used with some specialties.

Sherbet Syrup.

Lemon syrup.....1 pint.
Strawberry syrup.....1 pint.
Pineapple syrup.....1 pint.

Sherbet is a combination syrup and a number of combinations pass under this name.

Violet Syrup.

Fresh violet water..... 1 pint.
Sugar .....24 ounces.

Dissolve the sugar. This is a fancy syrup used for some specialties. It is sometimes made by mixing violet extract with simple syrup, in proportions of about one ounce of extract to six pints of simple syrup.

4. Chocolate—Hot and Cold.

Chocolate is perhaps the most important substance with which the dispenser has to deal. Women prefer chocolate drinks to all others, and, as women make up a large part of the fountain's following, the importance of chocolate is readily seen. Every druggist should give chocolate some special thought. Much depends upon the supplies you buy, and it is often well to conduct experiments along individual lines. If you can earn a reputation for superior chocolate, your following will always be large.

Chocolate and cocoa (formerly written "cacao"), as the dispenser knows them, are not the same. By chocolate, we mean the kernel of the seed of the Theobroma Cacao. These seeds, imbedded in a whitish pulp enclosed by a sort of capsule, are the source of chocolate, cocoa, and broma. The kernel is very nutritive and its properties are well understood by the natives. By chocolate, to continue, we mean the kernel of the seed, roasted, ground, manipulated, and made into cakes. Sugar is usually added, sometimes spices.

By cocoa, we mean the kernel of the seed, deprived of its fixed oil, unsweetened, and powdered. As we know them commercially, the two substances, although coming from the same base, are quite unlike.

Chocolate preparations should always be made by heating. The operation requires a moderate amount of care and inattention will usually result in a poor product.

In making chocolate, remember that constant supervision is necessary. If you turn your back, the chocolate usually seizes upon that moment to boil over. A deal of stirring is required and a water-bath or double boiler will prevent much scorched syrup.

1. Chocolate Syrup—Hot.

Chocolate .....1 pound.
Sugar .....8 ounces.
Water .....6 pints.

Chocolate, since it comes in cakes, must always be grated or sliced into fine shavings. A cake may be placed whole in a kettle and dissolved by heat, but there is always danger of burning.

First shave your chocolate and boil your water. Mix the chocolate with the sugar, and add enough boiling water to form a thick paste, rubbing the paste up smoothly and getting rid of all

lumps. Add the rest of your water gradually, then place the mixture on the fire and bring to the boiling point. Remove and cool. This makes a rich product for hot chocolate. The finished drink will need to be sweetened additionally when serving.

2. Chocolate Syrup—Hot.

Chocolate	1 pound.
Sugar	8 pounds.
Water	1 gallon.

Shave your chocolate and smooth to a paste with boiling water, adding the rest of the water gradually. Place on the fire and add your sugar, stirring constantly until all sugar is dissolved. Bring the mixture to the boiling point, letting it cook slowly.

Remove and cool. Strain if necessary. Straining is probably a good thing under most conditions. This is a rich syrup and ought to be sweet enough for serving.

3. Hot Chocolate—Finished.

Powdered cocoa	1 pound.
Milk	3 quarts.
Water	2 quarts.
Sugar	2 pounds.
Vanilla extract	1 ounce.

Mix cocoa, sugar, water and milk, put over a fire and bring to the boiling point, stirring constantly. Strain while hot and allow to cool, and add the vanilla extract. Put in an urn, ready to serve; keep hot. This is sweet enough for some customers; others will want additional sweeting when the drink is served. Top each cup with whipped cream. This makes a splendid finished chocolate, and a better formula for hot chocolate would be hard to find. You can make a leader of this drink.

4. Hot Chocolate—Finished.

Cocoa	1 pound.
Milk	2 quarts.
Water	2 quarts.
Sugar	3 pounds.

Mix cocoa, milk, and water, put over a water bath and heat slowly for three hours, stirring as necessary. Remove from water bath and dissolve the sugar in the hot product by agitation. Keep this hot in an urn, and top with whipped cream as served. Add a little vanilla if desired.

5. Hot Chocolate—A Heavy Syrup.

Cocoa	1 pound.
Sugar	4 pounds.
Water	2 quarts.

Add one pint of cold water to the cocoa and let stand for 20 minutes, then rub the cocoa into a paste. Heat the rest of the water and add it gradually. Place the mixture over a water bath and heat slowly for two hours. Remove and dissolve the sugar, put back on fire and heat for 30 minutes, strain and cool. You now have a heavy syrup. The finished drink is served by using this syrup as a base, about one and a half ounces to the mug, filling the mug with hot water. Using this syrup as a base and filling the mug with hot milk will give you a very rich finished drink. Vanilla may be added to the syrup if desired. All hot chocolate should be topped with whipped cream when served, but this is not absolutely necessary.

NOTE.—Commercial cocoa varies. In using these formulas, you may have to do some experimenting, for one cocoa does not yield the results of another cocoa. If you think you are not getting a rich enough product, use more cocoa; if the formula as given is too sweet for your trade, cut down on the sugar, or *vice versa*. If you serve a drink entirely with hot milk, instead of hot water, you get a richer product, but of course a more expensive one.

In dispensing hot milk or finished chocolate, special urns are necessary. These may be had from the various manufacturers. Urns are made containing several compartments for various beverages, and there are elaborate hot soda apparatus on the market. It seems reasonable to say that chocolate syrup

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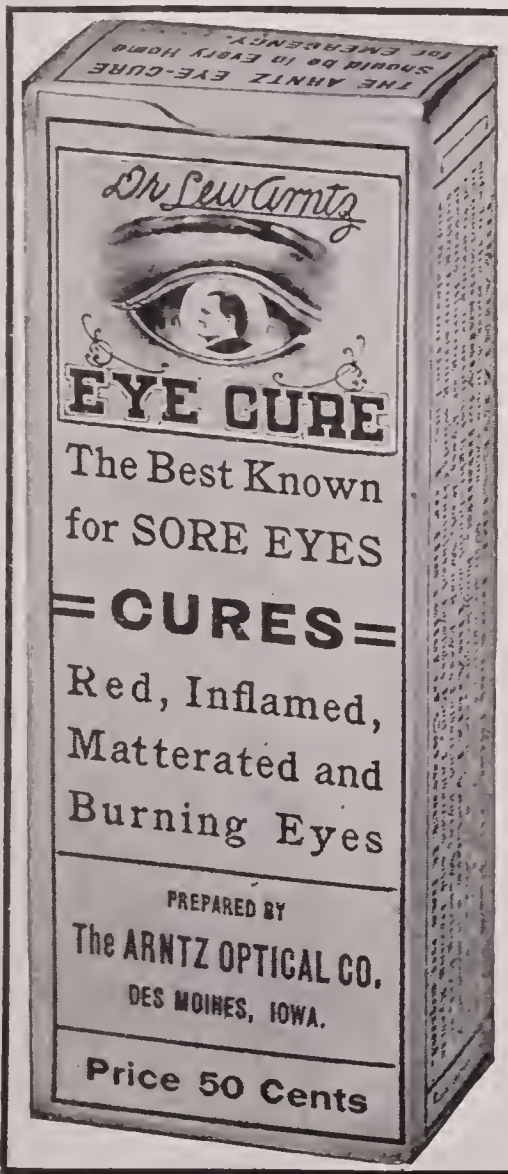

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used as a base for hot drinks ought to be kept warm. If you add hot water to cold syrup, the finished drink is apt to be lukewarm, a thing to be avoided in hot drinks.

6. Hot Chocolate—A Powdered Form.

Powdered cocoa.....1 pound.
Powdered sugar.....1 pound.

Mix intimately and keep on the dispensing counter in a jar. The drink is served by placing a quantity of this finished powder in a mug and filling the mug with either hot milk or hot water. If you use a soluble cocoa the process works fairly well. This process is in use to some extent. It is simple enough, but care is required to avoid serving a lumpy drink.

In dispensing other chocolates, the amount of syrup varies from one ounce to two ounces, according to the size of your mug and the weight of your syrup. There is no loss whatever with the powdered process as here given, as the mixed powder will keep indefinitely. The greatest loss is apt to occur with finished chocolate, as this product ought to be sold out every day if possible. If you are using a chocolate syrup as a base, there is not so much danger of loss, as the syrup will keep longer than the finished product.

Chocolate Syrups—Cold.

Some dispensers prefer to serve chocolate syrup from a pitcher kept on the soda counter or in a refrigerator, and there is no particular objection to that method if you prefer it. But, on the other hand, there is no very weighty reason why chocolate syrup cannot be kept in a syrup jar if you wish to do so.

1. Chocolate Syrup.

Chocolate .....1 pound.
Sugar .....8 pounds.
Water .....1 gallon.
Vanilla extract.....1 ounce.

Shave your chocolate, and rub up well with one pint of hot water, smoothing out all lumps. Add the rest of the water (hot) gradually, place the mixture on a slow fire and heat for 30 minutes, stirring as necessary. Now bring mixture to the boiling point, remove from fire and dissolve the sugar. Strain, cool, and add the vanilla extract. This makes a rich syrup.

2. Chocolate Syrup.

Chocolate .....1 pound.
Sugar .....8 pounds.
Milk .....1 quart.
Water .....3 quarts.

Shave your chocolate, heat the milk, and rub with the chocolate, making a smooth paste. Add the water (hot) gradually, place on a fire and bring to the boiling point, stirring as necessary. Remove from fire and dissolve the sugar. Strain, cool, and add one ounce of vanilla extract.

3. Chocolate Syrup.

Cocoa ..... 1 pound.
Sugar .....10 pounds.
Water ..... 1 gallon.
French brandy..... 2 ounces.

Moisten the powdered cocoa with one pint of cold water and let stand for 20 minutes. Now add the rest of the water (hot) gradually, put over a water bath and bring to a slow boil. Shut off the heat and dissolve the sugar. Strain, cool, and add the brandy.

4. Chocolate Syrup.

Cocoa ..... 1 pound.
Sugar .....10 pounds.
Milk ..... 2 quarts.
Water .....2 quarts.

Moisten the powdered cocoa with one pint of cold water and let stand for 20 minutes. Now add the rest of the water (hot), put over a water bath and bring to a slow boil. Heat and add the milk, shut off the heat and dissolve the sugar. Strain and cool.

NOTE.—Vanilla extract is usually added to chocolate syrups. A fine way to get the vanilla flavor is to add a piece of vanilla bean to the boiling syrup. In some ways this is preferable to using the extract. While a water bath is rec-

ommended, this is mainly to save constant stirring, and the formulas may be made up in any ordinary receptacle. It is, however, well to have a suitable assortment of utensils for mixing purposes. Condensed milk is often used instead of fresh milk in making chocolate.

5. Chocolate Syrup.

Cocoa .....1 pound.
Simple syrup.....7 pints.

Rub up the powdered cocoa with one pint of boiling water, getting rid of lumps, add the simple syrup and bring to the boiling point.

5. Coffee—Hot and Cold.

Coffee, as a fountain drink, makes a fine leader.

There is one important point about coffee. It requires more cream than other syrups. A dash of cream with a glass of vanilla is all well enough, but with a glass of coffee you want to serve a solid ounce of cream. Some customers like even more cream. If dispensers will bear this point in mind they will get good results.

We give elsewhere a number of formulas for coffee extracts. These extracts are intended as a base for serving hot coffee. The amount of extract to be used depends, of course, upon the strength of the extract and the size of the mug. Mugs for hot coffee vary in capacity, usually holding seven to eight ounces. A rough rule is to serve one ounce of coffee extract, one ounce of cream, and fill the mug with hot soda, topping with whipped cream if desired. If you wish to dispense from a coffee extract, select your formula, and then experiment to determine the proper amount of extract for each mug. Some coffee extracts are twice as strong as others, requiring in such cases only half the amount of extract to the finished drink.

Coffee may also be served by using the extract as a base and filling up the mug with hot milk. Some coffee extracts require that the finished drink have additional sweetening, but there are extracts that may make the finished drink sweet enough. It seems reasonable to say that coffee extracts or syrups used as a base for hot drinks should be kept warm.

Plain, every-day, hotel coffee is now being served from the soda counter in many of our cities, and it must be said that the drink is making a hit. This trade is taken away from lunch-rooms, with coffee as an attraction, and it seems probable that much of this trade is custom that the druggist would not otherwise get. Crackers, wafers, etc., make a welcome addition to all coffee drinks.

1. Coffee Syrup—Hot.

Mocha .....1 pound.
Glycerin .....8 ounces.
Sugar .....8 pounds.

Mix the glycerin with one pint of cold water, pour this mixture over the coffee, mixing thoroughly, and let stand for 20 minutes. Now pack the damp coffee loosely in a percolator and pour on boiling water slowly until one gallon of percolate results. There is no harm in pouring water through a second time if you think you are not exhausting the coffee sufficiently, but never exhaust coffee to the point of bitterness. Finally, dissolve the sugar.

2. Coffee Syrup—Hot.

Mocha, coarsely ground.....8 ounces.
Rio .....8 ounces.
Sugar .....5 pounds.

Moisten the coffee with eight ounces of cold water and let stand for 20 minutes; pack in a percolator and pour on boiling water until three pints of percolate are obtained. Dissolve the sugar.

An ounce of this syrup or perhaps a trifle more ought to be enough for a 7-ounce mug. Serve with one ounce of cream.

3. Coffee Syrup—Hot.

Mocha .....1 pound.
Java .....1 pound.
Rio .....1 pound.
Sugar .....6 pounds.

Moisten the coffee with eight ounces of cold water and let stand for 20 minutes. Pack in a percolator, stop up the lower end of the same, and add three pints of boiling water, allowing this to stand until the water cools. Continue the operation of percolation, pouring on boiling water until the percolate measures six pints, then dissolve the sugar.

Coffee, of course, is best when freshly roasted and freshly ground; and the higher the grade, the better the results.

4. Coffee Syrup—Hot.

Java ..... 6 ounces.
Mocha .....10 ounces.
Sugar ..... 4 pounds.

Moisten the coffee with a little cold water, pack in a percolator and add boiling water until the percolate reaches three pints. Then dissolve the sugar. About two ounces of this syrup to an 8-ounce mug would be about right. Serve with one ounce of cream.

5. Coffee—Ready to Serve.

Java, coarsely ground..... 6 ounces.
Mocha .....10 ounces.

Place the coffee in a bag such as is used with coffee urns. Pour hot water to the amount of two gallons through the coffee thoroughly, pouring the water (which ought to be boiling) through the coffee at least three times. You now have restaurant coffee, which must be dispensed hot from an urn. To serve, fill the mug with coffee, adding cream and sugar to suit the customer's taste. Some like it without cream, in the vernacular "dark." Some like it without sugar, and some like to add the sugar themselves. Let each customer suit himself, for every man knows how he wants his coffee, and generally requires no advice on this point.

6. Coffee Ready to Serve.

Java, coarsely ground.....3 ounces.
Mocha .....6 ounces.

Mix the coffee thoroughly, and place in a bag. Take one gallon of cold water and pour it slowly through the coffee three times. Now heat this infusion to the boiling point and pour it through the coffee three times. Remove the bag of coffee. Keep the finished coffee hot in an urn, as in the preceding process.

7. Coffee—Ready to Serve.

Java, coarsely ground.....3 ounces.
Mocha .....6 ounces.

Place coffee in a bag and pour three pints of boiling water through it several times, add an equal quantity of hot milk, and keep the finished product at a constant heat in a coffee urn.

NOTE.—To dispense finished coffee, you must have a coffee urn, which is useful both in preparing and keeping the drink. These urns come with "drip" arrangements, and restaurants, as you have often noticed, usually have a battery of several urns.

6. Coffee Syrups—Cold.

The best coffee syrup that the writer ever tasted was made from the following simple formula. This was many years ago; maybe soda water tasted better in those youthful days. We repeat that cold coffee soda tastes much better if served with plenty of cream. Coffee requires more cream than any other syrup, not even excepting chocolate. Plain coffee is often served "dark," but this hardly applies to coffee syrup. Plain coffee, however, is frequently served iced without cream. Iced coffee, in some sections, is running a close race with iced tea, and makes a good drink to advertise, by the way.

1. Coffee Syrup.

Best Mocha..... 1 pound.
Best Java..... 1 pound.
Sugar .....12 pounds.
Water ..... 6 quarts.

Moisten the coffee with one pint of cold water and let stand for 20 minutes. Pack in a percolator and pour on slowly 11 pints of boiling water. Dissolve the sugar. This coffee syrup had a reputation second to none in its home city.

NOTE.—In all formulas submitted,

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"sugar," unless otherwise specified, means granulated sugar, and not the loaf or powdered kind.

2. Coffee Syrup.

Mocha ..... 5 ounces.
Java ..... 5 ounces.
Rio ..... 5 ounces.
Sugar .....10 pounds.

Moisten the coffee with one pint of cold water and let stand for a few moments. Pack in a percolator and pour on slowly seven pints of boiling water. Dissolve the sugar.

3. Coffee Syrup.

Mocha ..... 6 ounces.
Java .....10 ounces.
Sugar .....12 pounds...

Moisten the coffee with eight ounces of cold water and let stand for 20 minutes. Pack in a percolator and pour on boiling water until the percolate measures one gallon. Dissolve the sugar. This makes an excellent syrup.

Coffee offers a fascinating field in which to experiment, but it is well to try your experiments upon your friends. Constant switching of syrups at the fountain is unwise. When you strike something that is making a hit, stick to it. There may be better formulas in existence, but constant changing is not calculated to hold trade.

7. Tea—Hot and Cold.

Tea, like coffee, is made by infusion; but the process is much more rapid. With tea, the fresher, the better. The infusion only requires two or three moments, and with boiling water on hand you can make up delicious fresh tea very quickly. For tea, we recommend a quick process, and small quantities.

1. Tea Syrup—Hot.

Mixed tea.....2 ounces.
Sugar .....3 pounds.
Water .....2 pints.

Boil the water and infuse the tea about three minutes, strain off the water and dissolve the sugar. This makes a heavy syrup suitable for serving hot tea. In making tea syrup, much depends upon the handling, and it is well to experiment with your quantities until you strike a combination that seems about right.

2. Tea Syrup—Cold.

Mixed tea..... 2 ounces.
Sugar .....40 ounces.
Water ..... 1 quart.

Boil the water and infuse the tea about three minutes, strain off the water and dissolve the sugar. Serve about an ounce and a half to a soda glass. Plenty of shaved ice goes well with cold tea, and not so much soda as in ordinary syrups. Sliced lemon makes a welcome addition to tea, no matter how served. If the drink is not sweet enough a little powdered sugar may be added in all cases.

3. Fresh Tea—Ready to Serve.

Simple though it is, we do not believe that a more elegant drink of any kind can be served.

Mixed tea (to each cup).....1 dram.
Boiling water, q. s.

Keep boiling water on hand and have a small china pot from which to serve. For each person to be served place one dram (roughly, one teaspoonful) of mixed tea in the pot. Add one cup of boiling water for each person. Steep tea about two minutes and serve through a strainer, or use a pot with straining compartment inside. Serve hot tea with sweet wafers and sweeten with cube sugar. To serve iced tea, fill soda tumblers loosely with shaved ice and fill with the fresh tea. Sweeten with powdered or granulated sugar, or allow customer to sweeten to suit. In this way you can serve both hot and iced tea from the same pot. Iced tea should be served nicely garnished with sliced lemon. Some add cherries or sprays of mint leaves sprinkled with powdered sugar.

NOTE: The possibilities of fresh tea are great. This is one of the drinks that can be made to help keep the fountain

running both summer and winter, and any drink which does that deserves attention.

Individual afternoon tea service for ladies is a great card for winter months, serving tea at tables in individual pots. To the minds of many, there is no finer drink in the world than iced tea, and as a thirst quencher, it is unexcelled. Some recommend green tea; others like black. Either or both may be served, and mixed tea yields excellent results. The time required in serving fresh tea at the counter is not excessive. You can serve four persons with fresh tea, hot or cold, in less time than you could make four egg phosphates. Tea opens up a world of possibilities to the thoughtful dispenser.

8. Ingredients Added for Coloring, Foaming, Etc.

The principal ingredients formerly added to syrups were citric acid solution, coloring, foam, and whipped cream. The tendency nowadays is all towards simplicity. Vividly colored syrups are a thing of the past. Often the colors were unnatural.

There is no reason in the world why lemonade should be pink, for the rich natural golden color of the fruit is much more beautiful.

Caramel is the principal coloring agent used now, and it ought to be perfectly harmless, for it is simply burnt sugar.

Foams.

The use of foam has always been largely a matter of personal taste. Syrups served with cream will foam sufficiently through the use of that agent. Syrups served without cream, such as lemon and orange, are usually wanted "solid," that is, filling the glass solidly, and there you are.

Most experts seem to agree that white of egg makes as good a foam as any. This is, of course, perfectly harmless and pure. The albumen may be broken up by the use of an ordinary egg beater. The usual proportions are the white of one egg to a gallon of syrup.

Syrup containing white of egg will not keep long, and must be used up quickly. It is said that white of egg is apt to clog drain pipes.

Many mucilaginous substances have been used in the past for making foam. Gum arabic, gelatin, Irish moss, and soap bark have all been used for this purpose.

Whipped Cream.

Whipped cream has always been a harmless ingredient, and there is small wonder in this, as it is made simply by manipulating pure, sweet, fresh cream. The principal secret of getting a good whipped cream lies in having your cream thoroughly chilled when the manipulation begins. Use only sweet, fresh cream, and place it on ice for an hour before the operation begins. Then take a whipper or small churn made for this purpose and whip your cream, skimming off the frothy portion as it forms and placing it in another container.

It probably aids to surround the bowl in which the cream is being whipped with cracked ice, and many recommend keeping the finished product on ice, although it will keep very nicely in special bowls that come for this purpose.

Do not whip the cream too violently, as sometimes in this way butter is formed. Some recommend adding a little powdered sugar to the cream after it is whipped; some recommend the addition of a little salt.

Whipped cream is fine for topping off drinks, and is widely used for this purpose.

9. Ice Creams and Ices.

If we except the syrups themselves, there is no more valuable adjunct to the fountain than ice cream. In fact, with only syrups, soda water, and ice cream,

you could operate very well. Ice cream forms the base of a great many specialties, and is becoming more important every year. This valuable addition has evidently come to stay.

A dispenser may, of course, carry as many varieties of ice cream as he wishes. With a basic ice cream, however, (or one flavored slightly with vanilla) and chocolate, you can satisfy most demands. In making ice cream, we advocate the use of only the purest ingredients, and care must be taken to comply with the pure food laws. By basic ice cream, we mean ice cream without flavoring, and intended to be used as a base for other compounds and for special drinks. Ice cream used as a base for sundaes and similar specialties may be unflavored, or it may have a slight favor of vanilla, not enough to interfere with the flavor of the finished combination.

A Few Suggestions.

Get good cream.

Keep it well iced.

Don't use too much speed at the start.

Study your quantities of sugar; too much will hurt the flavor and too little will not give a smooth cream.

Be particular about utensils.

Cream will absorb odors; therefore make your cream in a clean place.

Pack the cream thoroughly after frozen.

Don't hesitate to alter a formula if you think you can improve it.

Study your cream constantly, as experience is a particularly good teacher when it comes to making ice cream.

1. Ice Cream—Unflavored.

Fresh cream..... 2 quarts.
Sugar .....15 ounces.

Mix and freeze. The pure food laws in some states specify cream, and only cream.

2. Ice Cream—Slightly Flavored.

Use the preceding formula, and add 60 minims of vanilla extract before freezing.

1. Ice Cream—Basic.

Fresh cream..... 3 quarts.
Milk, not skimmed..... 1 quart.
Sugar .....24 ounces.

Mix and freeze.

2. Ice Cream—Basic.

Add to the preceding formula 12 fresh eggs, beating thoroughly the yolks and whites separately, before mixing. First mix the milk and cream, then dissolve the sugar, then add the beaten eggs as specified, mix thoroughly, strain, and freeze. This may be flavored by adding vanilla extract to suit.

3. Ice Cream—Basic.

Fresh cream..... 2 quarts.
Milk, not skimmed.....2 quarts.
Sugar .....24 ounces.

Mix and freeze.

4. Ice Cream—Basic.

Add to the preceding formula 12 fresh eggs, continuing the process as in formula Number 2.

Ice Cream—Cooked.

Heat is often used in preparing an ice cream mixture before freezing, in which case you will proceed as follows: Bring your cream, or your mixture of cream and milk, just to the boiling point. Shut off the heat and dissolve your sugar; if eggs are used, beat them thoroughly and add at this point. A good way is to beat your eggs and add the sugar, mixing thoroughly, and then adding the hot cream mixture. When the eggs and sugar have been added to the cream mixture, continue the heating process slowly, stirring constantly, until the mixture begins to get thicker. The boiling point should not be reached. When the cooking process is finished, strain your mixture, and freeze in the usual way. If flavoring is to be added, always add

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after the mixture has cooled. Experience is the best teacher in making ice creams with the aid of heat, as there is a certain knack about handling the mixture that is hard to describe. Some experts advise mixing the cream, sugar and eggs at the start, and then applying heat slowly.

In using eggs, either the yolks or whites may be used, or both. The yolks seem to be more generally used and probably give a richer cream, although there are formulas in which the yolks are excluded. The main thing to avoid is too much heat, and constant watching is, of course, advisable.

In making the following ice creams, you may use any basic formula that you desire, adding to the basic formula selected the other ingredients.

Almond Ice Cream.

Take 1 pound of blanched almonds and reduce to a paste in a mortar with the addition of a little milk. Use this with 2 quarts of basic ice cream, first partly freezing the cream, and then stirring in the almond paste thoroughly.

1. Chocolate Ice Cream.

Take 1 pound of chocolate, shave, and rub up into a smooth paste with the addition of a pint of hot milk or more if the paste is too thick. Add 5 quarts of basic ice cream, mix thoroughly, and freeze.

2. Chocolate Ice Cream.

Take 1 pound of powdered cocoa and rub into a smooth paste with the addition of sufficient hot milk. Add 1 quart of hot milk and bring to the boiling point. Then add 5 quarts of basic ice cream, mix thoroughly and freeze. The addition of a little vanilla extract will improve chocolate ice cream.

3. Chocolate Ice Cream.

Shave 1 pound of chocolate and rub into a smooth paste with a sufficient quantity of hot milk. Mix 3 pints of fresh cream, 3 pints of milk, and bring to a boil. Shut off the heat and mix in your chocolate paste, stirring well. Beat the yolks of 12 eggs and mix with 2 pounds of sugar. Add this to your chocolate mixture and start the fire again, heating until the mixture begins to simmer, and with constant stirring. Shut off the heat again, and add 1 quart of cream mixed with 1 quart of milk. Taste the mixture at this point; if not sufficiently sweet, dissolve more sugar while still hot. Cool the mixture, add 1 ounce of vanilla extract, and freeze. This formula is complete, giving the entire process.

Coffee Ice Cream.

Take 1 pint of ordinary finished coffee, add 3 pints of cream and 3 pints of milk (better add these ingredients hot) and apply heat for about three minutes. Shut off the heat and sweeten to taste; about 1 pound of sugar would be about right. Cool and freeze. Stir the cream and coffee while heating. This formula is complete.

Fruit Ice Cream.

Select any basic cream and freeze until almost hard, then add the desired quantity of crushed fruit, and complete the process of freezing.

Stir the fruit in well. One pint of crushed fruit to a gallon of ice cream would give a rich finished product.

Lemon Ice Cream.

Take a sufficient number of lumps of loaf sugar and rub off the outside rind of three lemons, letting the oil thus acquired soak into the sugar. Mix 1 quart of cream with 1 quart of milk, add 14 ounces of graulated sugar and the loaf sugar used in grating the lemon.

Dissolve the sugar, and heat the mixture slowly until it barely reaches the boiling point. Remove from fire and

strain. Freeze this mixture and when partially frozen, add the juice of the lemons, stir in well, and complete the operation of freezing. This formula is complete. Orange ice cream may be made in the same way. In such processes, always use a porcelain-lined container.

Peach Ice Cream.

Take a quart of peaches and reduce to a pulp, adding as much sugar as the pulp will absorb. Partially freeze 6 pints of basic ice cream, then stir in the peaches thoroughly and continue the process of freezing.

Pineapple Ice Cream.

Mix 1 pint of crushed pineapple with 8 ounces of concentrated pineapple syrup. Partially freeze 1 gallon of basic ice cream, then stir in the pineapple mixture thoroughly, and continue the process of freezing. Less crushed pineapple may be used if desired.

Strawberry Ice Cream.

Mix 1 pint of crushed strawberry with 8 ounces of concentrated strawberry syrup, and continue the process as in the preceding formula.

Vanilla Ice Cream.

Select any formula for basic ice cream and flavor with vanilla extract to suit. Add the extract just before freezing and while the mixture is cold. Do not add extract during any heating process.

NOTE: Experts differ widely as to the amount of sugar to be used in ice creams. If your trade likes a sweet cream, govern yourself accordingly, and add sugar to suit. If your cream seems too sweet, reduce the amount of sugar employed.

The NATIONAL DRUGGIST cannot undertake to recommend any particular formula for ice cream, owing to the unsettled conditions prevailing at this time. Different legislation is being enacted by the various States, and by the city councils of some municipalities.

Every druggist or manufacturer must, of course, be guided by the local regulations governing the manufacture of ice cream.

10. Water Ices, or Sherbets.

Water Ices, sometimes called Sherbets, are made by adding water to the other ingredients, and freezing as in making ice cream. To boil the water employed is a wise precaution, and one that should be adopted by all. The amount of water may be varied to suit individual tastes.

Cherry Water Ice.

Dissolve 3 pounds of sugar in 3 pints of cherry juice with the aid of a gentle heat. Add 6 pints of water, the juice of two lemons, mix and freeze. Strain before freezing.

Grape Water Ice.

Dissolve 3 pounds of sugar in 5 pints of water, by hot or cold process. When cold, add 3 pints of pure grape juice, the juice of two lemons, mix, strain, and freeze.

Lemon Water Ice.

Prepare a heavy lemonade and sweeten to taste, say 1 gallon. Grate the rind of two lemons and rub up in a mortar with two ounces of granulated sugar, and a little of the lemon juice. This is to extract the oil. Mix with the lemonade, strain, and freeze.

Orange Water Ice.

Prepare 1 gallon of heavy orangeade and sweeten to taste. Grate the rind of two oranges and two lemons and rub up in a mortar with a little granulated sugar and the juice of the two lemons. Add to the orangeade, mix, strain, and freeze.

Pineapple Water Ice.

Dissolve 3 pounds of sugar in 3 pints of pineapple juice with the aid of a gen-

tle heat. Add six pints of water, the juice of two lemons, mix, strain, and freeze.

Raspberry Water Ice.

Dissolve 3 pounds of sugar in 2 pints of raspberry juice with the aid of a gentle heat. Add six pints of water, the juice of six lemons, mix, strain, and freeze.

Strawberry Water Ice.

Dissolve 3 pounds of sugar in 3 pints of strawberry juice with the aid of a gentle heat. Add six pints of water, the juice of two lemons, mix, strain, and freeze.

NOTE: Instead of dissolving sugar in fruit juices, concentrated fruit syrups may be used. The proportions would vary according to the heaviness of the syrup, but one pint of concentrated syrup to five or six pints of water ought to work out very well. With a little experimenting you can determine upon the quantities to use.

It may be necessary to add some sugar to attain the necessary sweetness.

11. Frappes.

The term "frappe" seems to cover a variety of meanings. It is applied to an ordinary ice cream soda well shaken up in a shaker, also to drinks mixed with a lavish use of shaved ice.

The actual frappe, however, is a first cousin to the water ice, the difference being that the frappe is only intended to be partly frozen, and not beyond the point where it can be poured. Remember, in making frappes, not to continue the freezing process too long, as the drink is intended to be served as a semi-liquid, and not as a solid.

Fruit drinks, such as cherry, grape, pineapple, and strawberry, may be served as frappes by proceeding as in making a water ice, but only partly freezing. We offer some other formulas particularly suitable for frappes.

Coffee Frappe.

Take a finished coffee, ordinary table coffee, and sweeten to taste. About six ounces of sugar to the pint ought to give results, but the quantity may be altered to suit. Freeze to the point where the drink will still pour. Serve in a glass or cup, with small spoon. Coffee works well in this manner and makes a popular seller after the public has become familiar with it. Some discrimination must be used in freezing frappes; do not serve the drink too liquid.

Coffee Frappe—Instantaneous.

Fill an ordinary soda tumbler with shaved ice. Over this pour boiling coffee until the tumbler is full. Serve with a long spoon and permit customer to sweeten to taste. This is nothing more nor less than iced coffee, but it will make a hit if you will give it a chance. This drink has a future and is gaining ground every day.

Lemon Frappe.

Prepare 1 gallon of heavy orangeade, sweetened to taste. Grate the rind of two lemons and rub up in a mortar with two ounces of granulated sugar and the juice of the lemons. Mix with the lemonade, strain, and freeze to the required consistency.

Orange Frappe.

Prepare 1 gallon of heavy lemonade, sweetened to taste. Grate the rind of two oranges and two lemons and rub up in a mortar with a little granulated sugar and the juice of two lemons. Add to the orangeade, mix, strain, and freeze to the required consistency.

Tea Frappe.

Take finished tea, plain, ordinary tea, and sweeten to taste; then freeze to

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Tea Frappe—Iustantaneous.

Fill an ordinary soda tumbler with shaved ice. Over this pour freshly-made tea until the tumbler is full. Serve with a long spoon, a slice of lemon, and permit customer to sweeten to taste. This, one of the finest thirst quenchers on earth, is nothing more or less than iced tea; but a name doesn't hurt a drink any with some people. Try it and see.

Other Frappes.

In making frappes, there is plenty of room for individual effort.

Almost any combination that will freeze readily may be served in this manner, and the field is wide. Chocolate, made up in a rather thin syrup, may be served as a frappe. Claret lemonade, frozen to the desired consistency, will give you claret frappe, and so on.

Frapped Fruits.

Fruits, such as peaches, pineapple, oranges and berries may be served frapped in the whole fruit, sliced, or crushed.

One method is to make up a lemonade as a base, freeze partially, then stir in the desired fruit, and freeze hard. Such frappes are served as solids and will not pour. Another way is to use a thin syrup as a base and proceed with the freezing in the usual manner.

12. Crushed Fruits.

Crushed fruits make a valuable addition to the soda counter, and no writer can speak too highly of these delicious specialties. They may be served out of season by using the products of the various manufacturers, and we must say that these products have reached a high plane. Crushed fruits may also be prepared in season from the fresh fruit, for the manipulation of which we offer the following directions. Crushed fruits may be served with syrup, with ice cream, or with both, and for a long time they have been prime favorites. Crushed fruits are mostly prepared without heat and it is better to make them up in small quantities, say each morning, what you think will be enough for the day. You must use some care in your selection of berries and fruit.

Green fruit will not do, and, of course, the use of overripe fruit is not to be advised. There is a happy medium. Fruit that is actually ripe, containing plenty of juice, is the kind to employ. A porcelain-lined dish will be found very useful, and so will a wooden masher. *Avoid the use of anything that may discolor or give a metallic twang to the fruit.* After the fruit is reduced to pulp, it may be mixed with an equal quantity of simple syrup, and is then ready for use. It will stand further dilution with simple syrup, but do not make your finished product too thin. Better to have a heavier product and use less of it to the glass.

Crushed Apple.

Use ripe apples, removing peeling, seeds, and cores. Reduce the fruit to a paste, adding a little sugar while this process is going on; the fruit will not absorb very much. You do not want too fine a paste, but the finished product should not be lumpy. Finally, mix with simple syrup to the desired consistency.

Crushed Apricot.

Remove peeling and seeds and mash to a coarse pulp the fruit; add such sugar as the pulp will readily absorb, and mix with simple syrup to the desired consistency.

Crushed Banana.

Bananas may be crushed, but they form a sticky paste and do not work

well in this state. Crushed banana is more properly, sliced banana. Slice the fruit lengthwise, thus halving it, and then chop into tolerably thin slices. This will give you pieces small enough to serve easily. Mix with simple syrup.

Crushed Blackberries.

Wash the berries, but do not wash all the juice out of them.

Reduce to a pulp and add such sugar as the pulp will readily absorb, then mix with simple syrup.

Crushed Cherries.

Cherries are firm fruit and washing will not hurt them. Wash the fruit and remove the seeds, mash the fruit and add sugar, letting stand somewhat longer than with most fruits. Mix with simple syrup.

Crushed Cranberries.

Wash 1 pint of cranberries, add about 24 ounces of water and bring to the boiling point, stirring as necessary, cook for a few moments and cut off the heat. Dissolve 24 ounces of sugar in this mixture, and thin with simple syrup if the product is too thick.

Cranberries may be served in this manner, but it probably improves them to strain them, as many people do not like the skins. They may be forced through an ordinary strainer with a little effort. The berries should be well cooked. This product makes a novelty especially appropriate to the holidays.

Crushed Grapes.

Wash 2 pounds of ripe grapes, add 1 quart of water, and bring slowly to a boil, adding more water if the product gets too thick.

Cook the grapes thoroughly, and force the pulp through a strainer, taking care to leave behind all skins and seeds. Dissolve two pounds of sugar in this mixture, and thin with simple syrup if the product seems too thick.

Crushed Orange.

Orange is naturally pulpy and the main trouble lies in getting rid of the interior skin. Place the pulp in a dish and add such sugar as it will conveniently absorb. Mix with simple syrup to suit. Take care to remove all seeds.

Crushed Peaches.

These are considered by many to be the best of all crushed fruits. Peaches which have just rounded into ripeness yield excellent results. Remove peeling and stones, and slice your peaches into a porcelain-lined dish. Mash to a coarse pulp, add such sugar as the pulp will conveniently absorb, and mix with simple syrup to suit. With ripe, juicy peaches to work on, this product is hard to beat.

Crushed Pears.

Some varieties of pear are very luscious and juicy when fully ripe, and have an exquisite flavor. The pear, like the apple, is more inclined to make a paste than a pulp. Remove seeds and cores, and rub the fruit into a coarse paste. Add such sugar as the juice will absorb. Mix with simple syrup to suit.

Crushed Pineapple.

This is a standard seller and a prime favorite. Remove the outer husk and grate the fruit with a kitchen grater. Do not grate too close to the pith. The fruit makes a perfect pulp for serving in this manner. Add such sugar as the pulp will absorb. Mix with simple syrup to suit.

Crushed Plums.

Peel and remove the seeds. Reduce to a pulp. This fruit will require more sugar than others. Let the pulp absorb all the sugar it will. Mix with simple syrup to suit.

Crushed Raspberries.

Raspberries, both black and red, serve well in this manner. Wash the fruit,

mash to a pulp, and add such sugar as the pulp will absorb.

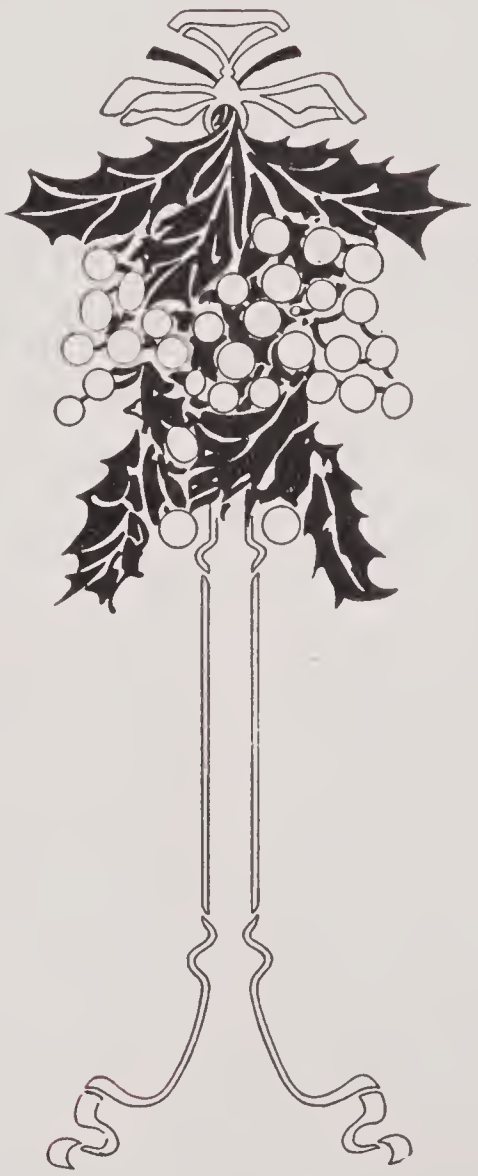
Mix with simple syrup to suit.

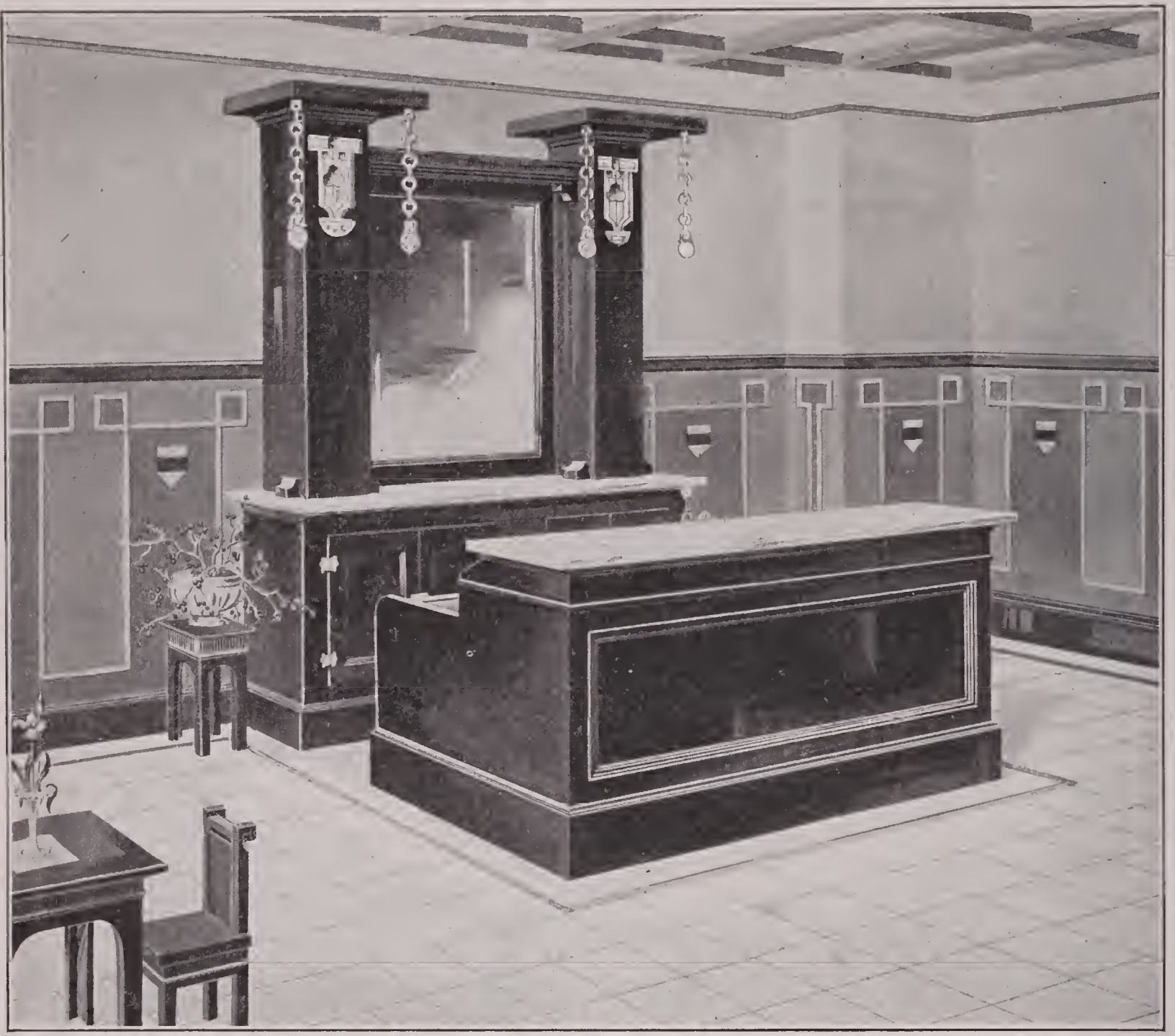
Crushed Strawberries.

Another prime favorite. This product ranks with the best.

Take off the stem and wash the fruit. Do not remove the stems from extra fine specimens, but leave the stem on and lay these aside for decorative purposes. They are very useful for garnishing drinks. Mash the fruit to a pulp and add such sugar as the pulp will readily absorb. Mix with simple syrup to suit.

While peach, pineapple, and strawberry make the best sellers, it is sometimes advisable to offer a fruit that not every dispenser is carrying. Novelty counts with many, and it always shows that you are on the alert. This, in itself, is apt to bring custom.





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Part III. The Dispensing End.

Suggestions to Dispensers — The Sundae — Glaces — The Parfait — The Citrus Fruits, Lime, Lemon and Orange — Egg Drinks — Malted Milk Drinks — Clams and Oysters — Hot Drinks — Malt and Malt Drinks — The Milk Shake — The Double Sundae — Prepared Punches — Carbonated Drinks— Oysters in Various Styles — Medicinal Preparations— The Mousse—The Layer Parfait—Special Drinks.

IN DISPENSING drinks at the soda fountain, the beginner is wise who first devotes his entire attention to turning out a drink that will please the customer. Though you mix the drink awkwardly, if you get it right, there will be no complaint from the customer. Grace and ease of manner may be acquired later. In other words, aim to be a good dispenser first, and a sleight of hand artist afterwards.

Some experts scorn to stir or pour a drink, depending entirely upon the fine stream for mixing purposes. If you are able to mix a drink properly with the fine stream alone, it is well enough to do so, but there is a knack about this that is not always easily acquired. A dense, heavy syrup is always hard to mix with the fine stream. If you are in doubt, do not hesitate to pour a drink. Get your drinks mixed properly at first, and then perfect yourself in the finer points of the business.

A dispenser's attitude toward customers has much to do with his success. Courtesy will carry a man far, and by this we mean courtesy with genuine good feeling back of it, and not that chilled-steel form of politeness often displayed toward customers. Do not argue, and do not be irritable. Whatever the provocation, it does not pay.

Remember that a white coat ought to be white, that neatness and cleanliness are assets. Avoid serving sloppy drinks; do not run the glass over. Remember that ladies and children generally prefer their drinks sweet. If a drink does not suit, it is usually better to start fresh rather than try to doctor it up.

Study your business; it is getting upon a higher plane every year. Do not entertain friends at the soda counter; it is a poor place for general conversation. Try to remember a regular customer's likes and dislikes. Strive to send every customer away satisfied, and you will never go far wrong.

1. The Sundae.

The Sundae is recognized as a leader among fountain specialties. Sundaes are sometimes called College Ices, and the "drink" passes under other names in various localities. The sundae started out simply enough, consisting of a scoop or cone of ice cream, over which a little syrup was poured. But variations came into being from time to time until now the possibilities of the drink are almost infinite. Many sorts of sweetmeats and confections enter into its composition. Among the ingredients utilized we may mention crushed fruits, cakes, candies, citron, cocoanut, currants, melons, figs, preserved ginger, raisins, cantaloupes, dates, fresh fruits of all kinds, and many sorts of nuts. We might prolong the list, but the foregoing will help to give some idea of the possibilities involved.

In serving sundaes, a small glass cup is commonly employed. Stemmed glasses with flaring bowls are also used, and

saucers and small round dishes are frequently seen. The "nappy," a small, round dish with a ring handle, makes a very good sundae dish. Some sundaes cannot conveniently be served in cups. If you are doing a large business and are pressed for space, you will find saucers useful. Saucers pack well. You can stand a dozen of them in the space that four cups would require, and saucers are also easy to wash. But in selecting containers, every dispenser should consult his own needs. Do not be afraid to be different. An attractive, odd dish often proves a good advertisement.

In ice cream scoops, it is well to have both a cone scoop and a round scoop. In spoons, you will require something small.

Wafers go well with sundaes, and there should be paper napkins on hand.

Almond Sundae.

Place a portion of vanilla ice cream in a glass and garnish with whole almonds. Top with a cube of preserved ginger or a cherry.

Almond Chocolate Sundae.

Place a portion of vanilla ice cream in a glass, pour over it about one ounce of chocolate syrup (or a little more if desired) and sprinkle with chopped almonds. Both the syrup and the ice cream may be varied.

Banana Sundae.

Place a portion of vanilla ice cream in a glass and garnish with sliced banana. You may vary this by pouring over it a small quantity of banana syrup or of strawberry syrup.

Whole Banana Sundae.

This must be served upon a dish. Split a banana lengthwise and place over it a portion of ice cream. Numerous variations are possible. You can use any kind of ice cream, and add a dash of syrup if you like. Some elaborate sundaes are served in this fashion.

Berry Sundaes.

Serve a portion of ice cream in a cup and garnish with fresh berries in season. Sometimes you can match the cream and the berry.

Cantaloupe Sundae.

One of the finest specialties. Should be served on a dish. The small cantaloupes are good for this purpose. Keep them chilled and serve half a cantaloupe with a portion of ice cream inside. The possibilities are numerous, and you may serve any kind of cream or water ice desired.

All Chocolate Sundae.

Serve a scoop of chocolate ice cream in a cup, pour over it a small quantity of heavy chocolate syrup, and top with a chocolate drop. Add a chocolate cake on the side if you wish. Some girls cannot get enough chocolate. This combination ought to please them.

Chop Suey Sundaes.

As the name indicates, these constitute various mixtures. Chopped dates, figs, and raisins make a good Chop Suey combination. Place a scoop of ice cream in a cup and sprinkle with the chopped fruits. Or mix the chopped fruits with a heavy syrup and pour over the ice cream.

Chopped fruits are apt to get sticky and will work better with the addition of syrup. Chopped nuts of all sorts may be added to Chop Suey mixtures; also sliced pineapple, candied fruits, shredded cocoanut, preserved ginger, and almost any confection of this sort that you care to use.

Club Sandwich Sundae.

Place a slice of vanilla ice cream on a dish, place over this two sweet wafers,

and over them a slice of chocolate ice cream, giving a perfect sandwich. This sandwich is sometimes served on a lettuce leaf. Chopped nuts and fruits may also be used for filler; likewise sliced apple, sliced orange (relieved of its rind) and other sliced fruits. Sliced banana answers the purpose well, as it may be eaten easily with a spoon, a point to be kept in mind. If you will have a sandwich mold made, you can get very elaborate effects.

Crushed Fruit Sundaes.

Place a scoop of ice cream in a cup and pour over it a liberal portion of any crushed fruit at hand. No sundaes are more delicious than these. Vanilla ice cream is commonly used, but of course you may use any cream that you wish. Some girls will not have anything but chocolate, no matter how inappropriate the combination may be.

Date Sundae.

Mix chopped dates with a heavy syrup and pour over a scoop of ice cream served in a cup. Top with a whole date.

Easter Sundaes.

Have a mold made that will turn out ice cream in the shape of an egg. These make attractive novelties at Easter.

Fig Sundaes.

Mix chopped figs with a heavy syrup and pour over a scoop of ice cream served in a cup. Top with the quarter of a fig.

Filbert Sundae.

Serve a scoop of vanilla ice cream in a cup, pour over it a dash of chocolate syrup, and sprinkle with filberts either whole or chopped.

Fruit Sundae.

Place two slices of banana on a dish and across these two pieces of sliced pear. Cap the fruit with a scoop of vanilla ice cream.

Various fruits may be used.

Ginger Sundae.

Serve a scoop of vanilla ice cream in a cup and pour over it a quantity of ginger syrup. Top with a cube of preserved ginger.

Grape Juice Sundae.

Place a rounded scoop of vanilla ice cream in a cup. Carve a hollow in the ice cream with a spoon and fill with grape juice.

Half-and-Half.

Take a rounded scoop of vanilla ice cream and divide with a knife into two portions. Do the same with a rounded scoop of chocolate ice cream. Fit a half section of chocolate to a half section of vanilla and serve in a cup with a little chocolate syrup poured over the cream.

Hickory Nut Sundae.

Serve a scoop of vanilla ice cream in a cup, pour over it a quantity of chocolate syrup, and sprinkle with chopped hickory nuts. This is the favorite nut sundae with many. Possibly the greatest favorite of all consists of hickory nuts mixed with chopped American walnuts.

"Hot" Sundaes.

Hot ice cream is sometimes spoken of in jest, but you can serve a very excellent sundae by pouring a quantity of rich hot chocolate syrup over a portion of ice cream, either chocolate or vanilla. Hot coffee syrup may be served in the same manner.

Maple Sundae.

Serve a scoop of vanilla ice cream in a cup or glass and pour over it a liberal quantity of maple syrup. Top, if desired, with a small piece of maple sugar.

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Melon Sundae.

Serve a square of ripe watermelon in a dish and crown it with a rounded scoop of vanilla ice cream.

Nougat Sundae.

Place a cone of vanilla ice cream in a cup or glass, pour over it a quantity of strawberry syrup, and sprinkle with mixed chopped almonds and pistachio nuts.

Nut Sundaes.

Place the portion of ice cream to be served in a cup or glass, pour over it any syrup desired, and sprinkle with whole or chopped nuts of any sort. In working with whole nut meats, some of them will get broken. Save these broken meats to be chopped, or for use in mixtures. By watching loose ends in this way much waste in materials may be avoided.

Nut Salad Sundae.

Mix crushed strawberries and crushed pineapples in equal proportions, stir in a few whole cherries and a little shredded cocoanut. To a pint of this mixture add half a pound of mixed nuts. If the mixture is too heavy to work easily, add a little simple syrup. Serve poured over the usual portion of ice cream.

Orange Sundae.

Place a slice of orange on a dish, removing the outer skin. Crown this with a rounded scoop of vanilla ice cream and pour a quantity of orange syrup over the whole. Top with a cherry.

Peach Sundae.

Surround a cone of vanilla ice cream with sliced peaches, and pour peach syrup over the whole.

Peanut Sundae.

Place a cone of vanilla ice cream in a cup or glass, pour over it either chocolate or coffee syrup, and sprinkle with fresh roasted peanuts, either whole or chopped. Top with an olive.

Pear Sundae.

Juicy pears work up well and can be handled easily with a sundae spoon. Place two slices of pear on a dish and two more slices across these transversely. Cap the fruit with a cone of vanilla ice cream and pour pear or strawberry syrup over the whole.

Pineapple Sundae.

Pineapple had better be sliced and then cut into small pieces, as it is not so easy to handle with a spoon. Lay a foundation with these small pieces and cap with a cone of vanilla ice cream, pouring pineapple syrup over the whole.

Pistachio Sundae.

Serve a cone of vanilla ice cream in a cup or glass, pour over it a quantity of chocolate syrup, and sprinkle with either the whole or chopped pistachio nuts. The syrup may be omitted if desired.

Sandwich Sundaes.

By using brick ice cream of several kinds these novelties may be made up quickly, and with numerous variations. Take a slice of strawberry ice cream, a slice of vanilla, and top with another slice of strawberry and you have a neat ice cream sandwich. Or the middle section may be composed of wafers, sliced apple, sliced banana, sliced pear, shredded cocoanut in a thin layer, and so on. Ice cream sandwiches should be made up neatly, and the use of molds will greatly enlarge the possibilities. With molds, you can serve ice cream in combination with various water ices.

Serve a cone of vanilla ice cream in a cup or glass, and dress with walnut halves, or with chopped walnuts as desired.

2. Glaces.

Glaces are popular in some sections and we offer a few formulas for the same. Glaces are served in cups or small glasses and with a small spoon. The

foundation is shaved ice, and lemon juice is usually added. Glaces are almost invariably associated with fruit products.

Crushed Fruit Glace.

Nearly fill a small glass or cup with shaved ice, add about an ounce and a half of any crushed fruit desired, the juice of half a lemon, mix, and serve.

Grape Glace.

Nearly fill a cup with shaved ice, sprinkle with powdered sugar, add two ounces of grape juice, the juice of half a lemon, mix, and serve. If the drink isn't quite sweet enough, add a dash of simple syrup.

Pineapple Glace.

Nearly fill a cup with shaved ice, add two ounces of pineapple syrup, the juice of half a lemon, and mix. Decorate with a slice of fresh pineapple.

Strawberry Glace.

Nearly fill a cup with shaved ice, add two ounces of strawberry syrup, the juice of half a lemon, and mix. Decorate with fresh berries.

Finished Glaces.

These are prepared ready to serve. Beat the whites of six eggs with one-half pound of powdered sugar, to this add 1 pint of any fresh fruit juice desired, and 1 pint of simple syrup. If you are using prepared fruit juice, better make a syrup of it in the usual way by heating with sugar, and if you get a heavy syrup, add to the glace mixture 1 pint of water. Serve from a pitcher or bowl, first nearly filling a cup with shaved ice, and then pouring the glace over the ice. A dash of lemon juice may be added if desired.

The following will give a very fine product: Beat the whites of six eggs with one-half pound of powdered sugar, add 1 pint grape juice, and 1 pint of simple syrup, not too heavy.

3. The Parfait.

The Parfait is a sort of first cousin to the sundae.

In this "drink," ice cream is used as a basis, as in the sundae; the syrup, however, being mixed with the ice cream instead of poured over it. A little whipped cream is usually added and nuts and crushed fruits are also utilized. For serving, use a stemmed glass or a small, narrow glass.

Chocolate Parfait.

Use a scoop of chocolate ice cream and enough whipped cream to soften the same, but do not serve too soft a mixture. Mix the whipped cream with the ice cream and transfer to the serving glass.

Top with whipped cream.

Coffee Parfait.

Use vanilla or unflavored ice cream and mix with coffee syrup, taking care not to mix in too much syrup. Top with whipped cream.

Crushed Fruit Parfait.

Crushed fruit may be served in this manner mixed with ice cream. Vanilla ice cream makes a very good base, mixed with crushed strawberry, peach or pineapple. Top with a fresh berry or a cherry. Chopped nuts may be mixed with ice cream in the same manner.

4. The Citrus Fruits and Drinks Prepared Therefrom.

The three leading citrus fruits, the lemon, the lime, and the orange, form an invaluable trio at the soda fountain.

The citrus fruits are used as bases for many drinks, form a part of innumerable compounds, and are also used for garnishing purposes.

Lemonades.

There are few drinks more popular than the various lemonades, and as thirst

quenchers they are hard to surpass. It will pay any dispenser to push these drinks.

Apollinaris Lemonade.

Squeeze the juice of one lemon into a tall soda tumbler, add about half a tablespoonful of powdered sugar, and fill the glass with apollinaris water. Dissolve the sugar by stirring, or you can shake it up in a shaker, but the former is probably the better method in this case. Garnish the drink with sliced lemon, red cherries, or other decorative fruit. If lemons are running large and juicy, half a lemon will sometimes suffice. It depends largely on the size of the lemon, and the size of the glass, but do not skimp.

Cherry Lemonade.

Squeeze the juice of one lemon into a soda tumbler, add about an ounce and a half of cherry syrup, and fill the glass with plain soda.

Shaved ice may be used if desired. Garnish with fruit, cherries if convenient.

Egg Lemonade.

Make a plain or seltzer lemonade, add an egg to the mixture, some shaved ice, shake well, strain and serve.

Finished Lemonade.

There is no better drink than plain, old-fashioned lemonade, made up in quantity. Directions are hard to give, as lemons vary in size and juiciness. But everybody knows how to make it; squeeze your lemons, add your water, and sweeten to taste. Let the drink stand for an hour before serving; lemonade is like soup, and needs to stand and blend.

Hot Lemonade.

Take a clean lemon and rub a piece of cube sugar over it slightly to extract a little oil. Place this cube of sugar in a cup, squeeze the lemon, and fill the cup with hot water. Add a little more sugar if desired. This will give you a strong hot lemonade, and one that not every dispenser knows how to prepare. Do not extract too much oil; just a trace is what you require. This method may be varied by twisting a piece of lemon peel over the finished drink.

Phosphate Lemonade.

Make a seltzer lemonade and add a dash of acid phosphate.

Pineapple Lemonade.

Squeeze the juice of one lemon into a soda tumbler, add about one ounce and a half of pineapple syrup, shaved ice, and fill the glass with soda. Garnish with sliced pineapple.

Plain Lemonade.

Squeeze the juice of one lemon into a glass, add a little shaved ice, fill the glass with pure water, and sweeten to taste. Garnish with fruit.

Seltzer Lemonade.

Squeeze the juice of one lemon into a glass, fill with seltzer or plain soda, and sweeten to taste. Garnish with fruit.

Seltzer and Lemon.

Useful as a bracer. Using a mineral glass, the juice of half a lemon will suffice. Fill the glass with seltzer or plain soda, using shaved ice if desired. No sweetening.

5. The Lime.

The lime is steadily making its way and is becoming more popular every year. It is especially useful for giving a new twist to old-fashioned drinks.

You may give a pleasing twist to any lemonade by adding the juice of half a lime to its other ingredients.

Limeade.

An 8-ounce glass is probably large enough for this drink. The lime is much

What Do You Know About Biochemistry?

By W. S. ENSIGN, Phys. Ch., of Battle Creek, Mich.

EVERY druggist, and especially every druggist who has taken a laboratory course in chemistry, will find much that is interesting in Biochemistry—the chemistry of life. Going back to first principles, the theory of Biochemistry contemplates the balancing of those natural inorganic constituents of the economy to conform to the normal standard of vigorous manhood.

Biochemistry originated with Grauvogel, was reduced to a rational system of medicine by Schuessler, and became a more or less exact science through physiological and clinical investigations by some of the greatest intellects of the medical world. Biochemistry recognizes that bodily impairment is due to deviation from the normal percentage of its elemental constituency, and its mission is the provision of a remedial agent in acceptable form, whose chemical composition will supply the deficiency and so correct the abnormal tendency.

Investigation has proven that the human body weighing 148 pounds will approximate an aggregate of 3 drachms of Fluorine, 3 drachms of Iron, 6 drachms of Magnesium, 2 ounces each of Sodium and Chlorine, 4 ounces of Sulphur, 5 ounces of Potassium, 24 ounces of Phosphorous, 40 ounces of Lime, 68 ounces of Nitrogen, 224 ounces of Hydrogen, 496 ounces of Carbon and 192 ounces of Oxygen, besides inappreciable amounts of Ammonium, Lithium, Iodine, Manganese, Copper, Lead and Silica. All of these elements are component factors of the human organism. Each performs a definite part in the production of heat, life and action and all bear an important relation to each other in the maintenance of bodily health.

The source of the elemental constituents above enumerated is too well-known to every druggist to dwell upon that phase of the subject here, but it is important to remember that their presence in the human body occurs in a constant and definite ratio to the whole. Just as it takes two volumes of univalent Hydrogen to combine with one volume of divalent Oxygen to make a molecule of water, so Biochemistry construes it essential that the proper proportion of the elements that go to make health be maintained in the various quantities demanded by nature, else impairment and disease will result. Each element performs an essential service in the human mechanism, without which, be it ever so insignificant, the entire human machine becomes demoralized. Biochemistry rests upon the substantial basis of material and demonstrated physical and chemical fact.

Next to consideration of the remedial agents necessary for the accomplishment of a healthy habit of body, their mode of administration for assimilation is all-important, and this function has been most acceptably performed in this country at the chemical laboratories of the Ensign Remedies Company at Battle Creek, Michigan.

It is not only necessary to recognize what the body needs but also to know the exact form in which the remedy indicated is most readily assimilated. Therein lies the immense success that Biochemistry, as represented in the Ensign remedies, has enjoyed. These remedies, numbering some two thousand or more, present the inorganic elements as nature uses them, combined as nature combines them when certain work is to be done. Iron, for instance, is given in minute quantities, shorn entirely of its metallic astringency, absolutely potent, palatable and rendered instantly assimilable.

Minimum dosage, repeated if necessary, is the rule in administering the Ensign remedies, but they represent the concrete demand of nature and go right to the marrow of the affection instead of beating around the bush in useless experimentation. If the laws of chemistry and physics are immutable, and we are taught that they are, Biochemistry represents the nearest approach to really rational treatment of disease and diseased conditions.

Ensign remedies are largely used and prescribed by the better class of physicians and they are stocked by most of the larger drug stores. If you are not familiar with them you ought to write to the Ensign Remedies Company, Battle Creek, Mich., for their interesting literature and booklet on the subject.

smaller than the lemon, and one lime will not make so long a drink as one lemon.

Squeeze the juice of one lime into a glass, fill with plain soda, and sweeten to taste.

Seltzer and Lime.

Proceed as in the preceding formula, omitting the sweetening, as this drink is intended to be sour.

Lime with Fruit Syrups.

Lemon, pineapple, raspberry, and strawberry syrups go well with lime. Serve the soda in the usual way, adding the juice of half a lime to the finished drink.

Lime with Egg.

Make a limeade in the usual manner, employing, however, a large soda glass. Add shaved ice, an egg, and shake thoroughly, strain and serve.

6. The Orange.

The orange lacks the "tang" of the lemon and the lime, but is very useful just the same. It makes a delightful syrup and forms a splendid base for egg phosphates. It enters into many compounds and is also useful for garnishing drinks. Served with a dash of phosphate, it is very refreshing.

Orangeade.

This makes up better in quantity than by the glass, and a bowl from time to time alternates well with lemonade. Squeeze your oranges, add your water, and sweeten to taste. Absolute quantities are hard to specify, as some oranges are juicy and others are not.

Add the juice of several lemons, and decorate with sliced lemon and orange, or any small fruits.

Orange and Chocolate.

Draw one ounce of orange syrup, one ounce of chocolate syrup, add a scoop of ice cream, and fill the glass with plain soda.

Orange and Grape.

Draw one ounce of orange syrup, add one ounce of grape juice, some shaved ice, and fill glass with plain soda. This makes a long, cold drink. If not sweet enough, add a little more orange syrup.

Orange and Pineapple.

Draw one ounce of orange syrup, one ounce of pineapple syrup, add a dash of acid phosphate, some shaved ice, and fill the glass with plain soda.

Orange Frappe.

Fill a glass nearly full of shaved ice, into this squeeze the juice of half an orange, add two teaspoonfuls of powdered sugar and enough plain soda to fill the glass. Shake thoroughly, strain, and add enough plain soda to serve a full glass. If the drink is not sweet enough, add a little more sugar.

The Shaddock or Grapefruit.

Another member of the citrus group which is becoming popular.

Kept on ice and served in cold halves, it is delightful. Many combinations are possible. May be served with a dash of cherry, strawberry, or pineapple syrup, or with a scoop of ice cream placed in the center. When served with sugar, let the fruit stand a few moments before serving. Served with syrups, contrasting colors add to the appearance of the product. This fruit is delightful served with grape juice.

7. Egg Drinks.

Egg drinks are popular with many because they afford a certain amount of sustenance as well as quenching thirst. As regards eggs, communities differ. In some sections, white eggs have the call; in others, brown eggs are preferred. Aside from this, all eggs should be clean. It is a mistake to argue that it makes no difference about the exterior. Permit

none but clean eggs on your counter. Large eggs, of course, are preferable to small.

In mixing an egg drink, the egg should always be broken in full sight of the customer. Eggs are more or less under suspicion nowadays at the best, and if you turn your back on a customer while breaking an egg, unpleasant thoughts may be aroused.

Break the egg with a quick, sharp blow, and you will have no clinging fragments of shell. If you hesitate, you are more apt to make a ragged break. It requires a little practice to break an egg neatly, but the knack is easily acquired. Egg drinks should be mixed with a reasonable amount of care, and not merely thrown together. When shaking an egg drink, the operation should be performed in a thorough manner.

Egg Phosphate.

This being undoubtedly the leading egg drink, we will treat it in a class by itself and give a number of formulas for the same.

1. Egg Phosphate.

Prepare and keep on hand at the fountain an "egg phosphate solution," consisting of 6 ounces New England rum, 6 ounces sherry wine, and 3 ounces dilute acid phosphate solution. Make up in small quantities, unless you are selling a great many egg phosphates.

In mixing the drink, draw one ounce of either lemon or orange syrup in a soda glass, add one egg, a liberal ounce of the egg phosphate solution, some shaved ice, and shake thoroughly. Strain into a separate tumbler, nearly fill the glass with plain soda and then turn on the fine stream. Top with grated nutmeg. Egg phosphates are not generally drawn flat, and the fine stream is usually employed freely in finishing this drink.

2. Egg Phosphate.

Draw one ounce of lemon syrup, one ounce of pineapple syrup, add one egg, several dashes of acid phosphate, some shaved ice, and shake thoroughly. Strain and fill the glass with plain soda. Top with powdered cinnamon. Some dispensers prefer to add the plain soda before straining, turning on the fine stream to finish the drink.

Always add nutmeg or cinnamon as the finishing touch, and not before the drink is shaken.

3. Egg Phosphate.

Draw one ounce of lemon syrup, one ounce of orange syrup, add one egg, several dashes of acid phosphate, some shaved ice, and shake thoroughly. Squeeze in the juice of half a lime, strain, and fill glass with plain soda. Top with grated nutmeg.

In making an egg phosphate, a great number of combinations are possible, and there is a field here for the expert who wishes to experiment.

Egg Chocolate.

Draw two ounces of chocolate syrup, add cream liberally, one egg, shaved ice, and shake. Strain and fill glass with plain soda. This drink is varied by using only the white of the egg; also by using only the yolk.

Egg Coffee.

Draw two ounces of coffee syrup, add a liberal quantity of cream, one egg, some shaved ice, and shake. Strain and fill glass with plain soda. Plenty of cream improves this drink; some experts add several ounces.

Egg with Cream.

Use one ounce of simple syrup, eight ounces of cream, one egg, and some shaved ice. Shake, strain into a clean tumbler and fill with plain soda, using fine stream freely. If not sweet enough, use more simple syrup, or the drink may be sweetened with powdered sugar.

Egg with Milk.

Proceed as in the foregoing formula, using milk instead of cream.

Egg with Malted Milk.

Place one tablespoonful of malted milk in a shaker and add several ounces of plain soda. Add one ounce simple syrup, one egg, a little shaved ice, shake and strain into a soda tumbler. Fill glass with plain soda. A little cream may be added, if desired.

Egg Lemonade.

An egg may be added to lemonade or orangeade. Shake, strain, and serve in the usual manner.

Golden Fizz.

Draw two ounces lemon syrup, add two ounces grape juice, yolk of one egg, some shaved ice, and shake. Strain and fill glass with plain soda. The grape juice may be omitted if desired.

Silver Fizz.

Proceed as in the foregoing formula, using the white of one egg instead of the yolk. The grape juice may be omitted if desired.

Egg Sour.

Powdered sugar, one heaping teaspoonful, juice of one lemon or one lime, add one egg, some shaved ice, and shake. Strain and fill tumbler with plain soda.

Egg Peach.

Two ounces peach syrup, two ounces cream, add one egg, some shaved ice, and shake. Strain and fill glass with plain soda, using fine stream freely. This makes a rich drink.

Egg Pineapple.

Two ounces pineapple syrup, add one egg, juice of half a lemon, some shaved ice, and shake. Strain and serve as a long drink.

Egg Vanilla.

Two ounces vanilla syrup, two ounces cream, add one egg, some shaved ice, and shake. Strain and fill glass with plain soda, using fine stream freely. With vanilla, coffee, and chocolate, plenty of cream should be served and not so much soda as in sour drinks.

8. Malted Milk.

Malted milk is rapidly making a place for itself at the soda fountain and the indications are that it will become more popular every year. Malted milk drinks belong to that class which afford nourishment as well as refreshment, and there are quite a number of people who prefer such drinks.

Malted Milk, Plain.

A tablespoonful of malted milk to an 8-ounce glass makes a very good drink, although some people prefer more, and some less. The malted milk may be dissolved in plain water or in carbonated water, either by stirring or by agitation. Plain cream or ice cream may be added if desired.

Coffee and Malted Milk.

This makes a good combination and is popular. Use about an ounce and a half to two ounces of coffee syrup, a tablespoonful of malted milk, and a little cream. Shake up together with the carbonated water and strain; or draw the syrup, add the cream, dissolve the malted milk in some carbonated water, and mix. Top with whipped cream.

Chocolate and Malted Milk.

Another popular seller. Proceed as in the foregoing formula, using chocolate syrup.

Egg and Malted Milk.

An egg may be added to a malted milk drink, in which case, of course, the drink will need to be shaken and strained.

Vanilla and Malted Milk.

Use a scant two ounces of vanilla syrup, half an ounce of cream, one table-

The Modern Method of Selling Wall Paper.

By L. O. BENNER.

IF everybody was possessed of the aesthetic taste that enables one to harmonize color combinations, and could assert with the authority and judgment of a connoisseur what constitutes art in its highest conception of beauty and design, wall-paper sales might be reduced to the mere simplicity of routine.

Tastes differ, and the feminine taste particularly is prone to vacillation—at least in the selection of wall-paper combinations.

Art is what educational discernment interprets it to be. The educated American inclines to quiet and dignified combinations, and the American negro doesn't consider art art in any of its phases unless it is a flash of loud colors. The Spaniard and the Italian indulge a decided preference for brilliant reds, while other nationalities favor widely different preferences, all of which may be said to be born of environment and intellectual training—or the lack of it.

"There's no accounting for tastes," as the saying goes, and it's a dangerous proceeding for the wall-paper dealer to force his judgment or his preference, in the matter of wall-paper, upon a prospective customer. To do this often offends. And yet, under the old order of things, the bigger the stock carried and the greater the desire of the dealer to please his customer the more confusing and the less chance the dealer has of concluding a sale **without a great waste of time and attention.**

Wall Paper is profitable stock when a customer's selection doesn't consume a time equivalent of the profit that accrues from his purchase, and it doesn't when the dealer displays his wall-paper on a "Lansing Triumph Wall-Paper Fixture." This most modern of all devices for the display of wall paper occupies only twenty-five inches of floor space. It accommodates over two hundred patterns and shows either single or double widths in side wall, border and ceiling combinations. It sells old stock as well as new, and, best of all, **the customer can study combinations and colors and color effects and come to a leisurely conclusion without attention, interference or loss of time on the part of the dealer.**

"The Lansing Triumph Wall-Paper Fixture" embodies the logic of good salesmanship in practical form, and it not only disposes of wall-paper troubles for all time, but it is also a big booster of wall-paper sales. The druggist who sells wall paper will find it a most valuable acquisition to his business—one, indeed, that money would not separate him from after he has used it a month.

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spoonful of malted milk. Mix in the usual way.

Chocolate, Vanilla, and Malted Milk.

This is a good combination and makes a popular seller. Draw one ounce vanilla syrup, one ounce chocolate syrup, add one ounce of cream, a tablespoonful of malted milk, and mix in the usual way.

9. Clams and Oysters.

Clams and oysters offer attractive possibilities to those dispensers who are in a position to secure them easily. These popular bivalves are delicious served in coctail form. They may also be served on the half shell. Fresh crab meat served in cocktail form is another delightful specialty.

Cocktail Sauce.

Mix four tablespoonfuls tomato ketchup, one teaspoonful Worcestershire sauce, a dash of tabasco sauce, and a heaping teaspoonful of finely grated horseradish, pepper and salt to taste. Some like it with a little sugar added. This makes the proper quantity to serve with six oysters.

Clam Cocktail.

Serve in a regular cocktail glass or small stemmed tumbler. Chill your clams, which should not be too large. Place six in bottom of glass and cover with cocktail sauce, but do not mix. Garnish with lemon. Clams and oysters should be served free from grit or shell, but do not wash to such an extent as to spoil the flavor.

Crabmeat Cocktail.

Use fresh flake meat, about enough to half fill a cocktail glass. Cover with cocktail sauce, but do not stir. A delightful specialty. The crabmeat, of course, should be kept on ice.

Oyster Cocktail.

One of the finest of fountain novelties. Use small or medium-sized oysters, free from grit, but do not wash out all the delicate juice.

Cover with cocktail sauce. Six oysters make a cocktail, but you may use more if desired. Serve with a section of lemon.

On the Half Shell.

Place a quantity of crushed ice in the center of a plate and arrange the clams or oysters around it in a circle on the half shell. In opening, see that the oyster or clam is separated from the shell so that it may be removed easily. Have horseradish and tabasco on the counter. Serve with section of fresh lemon. Small oyster forks should be served with all these sea-food specialties. Wafers or salted crackers should also be on the counter. Oysters and clams should be thoroughly chilled before serving.

10. Hot Drinks.

Hot soda is something of a luxury and should be handled as such, that is, with a reasonable amount of care. People will often drink cold soda served in a careless manner because they are thirsty, and almost anything that is cold will fill the bill. But hot soda should be served daintily and carefully, as otherwise it will seldom be a success.

In the first place, the drink should be hot. A lukewarm drink is not palatable, as a rule, and will actually upset some stomachs. Better get the drink too hot and let it cool than to serve it merely warm. The accessories should be neat and tasteful. There should be paper napkins on hand; linen napkins, if you prefer. There should be plenty of condiments on the counter. Wafers and crackers also go well with hot drinks.

Many of your hot drinks, beef, clam, asparagus bouillon, chicken broth, and the like, are bought already prepared and all you have to do is to add hot water and serve. The point here is to buy high-grade goods. If you do this, the rest is easy. Of course, in these pre-

pared goods, each manufacturer gives directions for the proper quantities, which vary with the strength of the goods. In giving formulas for such drinks, we can only approximate the amount of extract required.

Asparagus Bouillon.

Buy a good article of asparagus bouillon. From half an ounce to one ounce of bouillon is used, with hot water to fill the mug. The amount of extract or bouillon required depends somewhat on the size of the mug. In serving hot drinks, it is not wise to furnish too long a drink. Mugs and cups run from six to eight ounces in capacity. The seven ounce mug is a popular size.

Hot Beef Tea.

With some beef extracts only one teaspoonful is required to a mug; the quantity runs from one dram to half an ounce. The taste of the customer must also be consulted, as some do not like a strong tea.

Fill the mug with hot water and season to taste. Some like celery salt, and some like a few drops of Worcestershire sauce.

Beef and Tomato Bouillon.

Use equal quantities of beef bouillon and tomato bouillon, add hot water to fill the mug. Season to taste. This makes a delightful drink. Beef may be also served with chicken and other bouillons.

Hot Celery Soup.

Buy a good article of celery soup. This is usually served about an ounce and a half or two ounces to the cup, with sufficient hot water added to fill the cup. The cup should be warmed with hot water previous to serving the drink, and the water used in serving should be boiling hot. A mixture of two ounces of cold soup is apt to produce a flat drink unless the water added be boiling. Season with celery salt.

Celery and Beef.

A fine way to serve this is to bruise some small pieces of fresh celery stalk and place in the mug while mixing a mug of beef tea. Use boiling water, allow the drink to stand a moment, and then pour it into a fresh mug, leaving the bruised stalks in the first mug. Season with celery salt.

Hot Chicken Bouillon.

Buy a good article of chicken bouillon. This is usually served about two ounces to the cup, with sufficient hot water added to fill the cup. Warm the cup and use boiling water. A little cream may be added if desired. Season to taste.

Hot Clam Bouillon.

This is one of the most popular of hot drinks and is acceptable to the most delicate stomach. From one ounce to an ounce and a half of clam bouillon is the usual quantity. Fill the mug with hot water.

Season to taste. A little butter is often added to this drink, and cream may also be added. A dash of lemon or lime juice goes well with clam, but should not be used when cream is a part of the drink.

Clam and Milk.

Use about an ounce and a half of clam bouillon and fill the mug with hot milk. Season to taste.

Clam and Tomato.

About an ounce each of clam and tomato bouillons, fill the mug with hot water and season to suit. Clam may also be served with beef.

Hot Egg Drinks.

An egg may be added to many hot drinks and mixed by stirring or by agitation in a shaker. The process of mixing must be quick, or the water will become too cold to furnish a palatable drink. Use boiling water, and if the shaker is employed, let the process be rapid.

Egg and Beef.

Place the usual quantity of beef extract in a mug, break in an egg, and stir rapidly as the hot water is added. Strain and add hot water to fill the mug. Season to suit.

Hot Egg Chocolate.

Draw the usual quantity of chocolate syrup, break in an egg, add some cream, and stir rapidly while adding hot water. Strain and serve.

Hot Egg Coffee.

Draw the usual quantity of coffee syrup, break in an egg, add some cream, and stir rapidly while adding hot water. Strain and serve. Top with whipped cream.

Hot Egg Ginger.

Use about an ounce and a half of ginger syrup, break in an egg, and stir rapidly while adding hot water. Strain and serve. Add a few drops of ginger extract while stirring, if you wish a strong flavor.

Hot Egg Lemonade.

Draw one ounce of lemon syrup, squeeze the juice of one lemon into the glass, and if you want a sweet drink, add a little powdered sugar. Break in an egg and shake thoroughly in a shaker, strain, and add boiling water to fill the mug, stirring rapidly. Top with grated nutmeg.

Hot Egg Malted Milk.

One ounce of vanilla syrup, one egg, one ounce cream, one tablespoonful malted milk. Stir rapidly as hot water is added, strain and serve.

Top with whipped cream. Shake the mixture if you prefer this to stirring; all this class of drinks may be shaken if that method is preferred to stirring.

Hot Egg Milk.

One ounce vanilla syrup, one egg, add hot milk to fill mug. Stir rapidly as hot milk is added, strain, and serve.

Hot Egg Phosphate.

About an ounce and a half of lemon or orange syrup, add one egg, a dash of phosphate, and stir rapidly while adding hot water. Strain and serve. Top with nutmeg.

NOTE. With hot egg drinks, one of the main points is to get your egg well beaten up with other ingredients before adding hot water. Some experts prefer to do this by stirring, others by agitation. Anything smaller than an 8-ounce glass or mug is probably too small for serving hot egg drinks. Some of the ingredients must be mixed cold and if you use a very small mug you will not be able to get enough hot water to overcome this. The result is a lukewarm drink, which must be guarded against.

Hot Lemonade.

Take a clean lemon and rub a piece of loaf sugar over the skin to extract a little oil. Do not extract too much oil: just a trace is what you want. Place this piece of sugar, impregnated with oil, in the mug, squeeze the lemon, and fill the mug with hot water. Have the water very hot. If the drink is not sweet enough, add a little powdered sugar.

This formula may be varied by making an ordinary lemonade, using boiling water instead of cold, and twisting a bit of lemon peel over the finished drink to express a few drops of oil.

Hot Limeade.

Juice of one lime, hot water to fill mug. Sweeten to taste. A small mug is best for serving this drink.

Hot Malted Milk.

This is a delightful drink and one that affords nourishment as well as refreshment. From one to two tablespoonfuls of malted milk may be used to a mug, and some experts use even more. It is well to be liberal with it. Fill the mug

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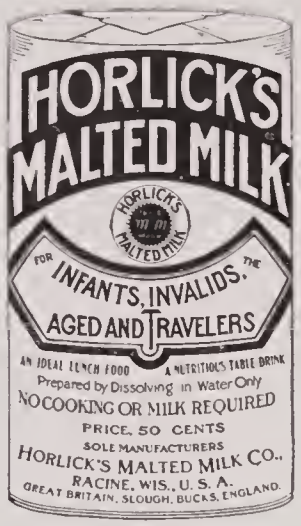

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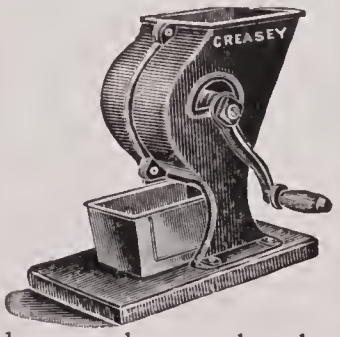

Instead of taking two men a couple of hours every morning to break ice, one man plus a Creasey can do it in twenty minutes. Do a better job, too, for all the ice will be broken approximately the same size so that there won't be any large chunks or snow left.

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with hot water and season as desired. Both salt and sugar are used. Serve with wafers or crackers.

Hot Malted Milk Clam.

One tablespoonful malted milk, one ounce clam bouillon. Fill mug with hot water and season to suit.

Hot Malted Milk Chocolate.

Use a chocolate syrup suitable for hot drinks. Draw the usual quantity of syrup and add a tablespoonful of malted milk. Fill the mug with hot water and top with whipped cream. Or fill the mug with hot milk, which affords a richer drink.

Malted milk may be served with finished chocolate, and it is also served by mixing dry malted milk with powdered cocoa. The desired quantity of this mixed powder is placed in a mug and hot water or hot milk added, the powder being dissolved by stirring.

Hot Malted Milk Coffee.

Use a coffee syrup suitable for hot drinks. Draw the usual quantity of syrup and add a tablespoonful of malted milk. Fill the mug with hot water and top with whipped cream. Or fill the mug with hot milk.

Malted milk may be served with coffee extract, and is delicious served with finished coffee, which may be sweetened to taste.

Hot Malted Milk and Egg.

Beat up an egg with the syrup desired (chocolate, coffee and vanilla are the ones generally used) or shake the egg in a shaker. Strain, add one tablespoonful malted milk and hot water to fill the mug, stirring constantly. A little cream will improve the drink. Top with whipped cream.

Mock Turtle Broth.

Two teaspoonfuls beef extract, two teaspoonfuls chicken extract, one ounce clam bouillon. Add hot water to fill mug. Serve with a dash of Worcestershire sauce, celery salt, and pepper.

Oyster Broth.

Buy a good article of oyster bouillon. The quantity is about an ounce to the mug. Fill mug with hot water. Cream is often added. Season to suit.

Tomato Bouillon.

Buy a good article of tomato bouillon. The quantity is about an ounce to the mug. Fill mug with hot water. Season with celery salt and pepper.

Tomato and Beef.

Use equal parts tomato bouillon and beef extract, and fill mug with hot water. Another way is to use equal parts of beef extract and tomato ketchup. The quantities depend on the strength of the extract employed. These directions apply to liquid beef extract; if you use a solid extract, you will not, as a rule, require so much.

Tomato Soup.

A nice article of tomato soup makes a good seller. There are some fine canned soups on the market and they make a valuable addition to the list of hot drinks. Each manufacturer, of course, supplies his own directions, which vary with the strength of the different brands.

SOME MALT DRINKS.

Grape Malt.

Grape Juice.....2 pints
Malt Extract.....2 pints
Syrup .....4 pints
Mix thoroughly.

Celery Malt.

Draw one ounce of fruit malt syrup into a sherbet glass, add a dash of dilute celery extract from the squirter bottle, a dash of phosphate, draw soda water, stir and serve. Some people like a little shaved ice with these phosphate drinks and served with a straw.

Malted Orange.

Malt extract, one ounce; orange syrup, made from the fruit, one-half ounce. Draw in a mineral glass and fill glass with plain soda. Mix by pouring. All these drinks should be served solid.

Malted Vanilla.

Malt extract, one ounce; vanilla syrup, one-half ounce. Draw in a mineral glass and fill glass with plain soda. Mix by pouring.

Malt and Ginger Ale.

About two ounces of malt extract to a mineral glass is sufficient. Fill the glass with ginger ale, off the ice, and mix by pouring.

Malt and Root Beer.

Root beer on draft may be served with malt extract in the same manner as ginger ale.

Malt and Pepsin.

Serve two ounces of malt extract to a mineral glass. Add a liberal dash of essence of pepsin and fill glass with plain soda. Mix by pouring.

Malt and Phosphate.

Serve two ounces of malt extract to a mineral glass. Add a dash of phosphate and fill glass with plain soda. Mix by pouring.

Malt Tonic.

Two ounces malt, a dash of orange syrup and a liberal dash of Angostura bitters. Fill glass with plain soda.

THE MILK SHAKE.

Fifteen years ago the milk shake was a general favorite, and some dispensers did a good business in this drink alone. Its popularity waned to some extent, and of late years it has not had the vogue that it once had. We must remember, however, that a thing may get so old as to become new again.

Another generation has begun drinking soda water since the milk shake was in its glory, and there is no reason why they should be denied all knowledge of this drink. A New York druggist sold the milk shake last season under the name of the "Fluffy Ruffles," and did a thriving business among the school girls of the smart set. He had a "smart" name and the drink was hailed as a smart drink. The "Fluffy Ruffles" consisted of half an ounce of chocolate syrup, half an ounce of coffee syrup, and seven ounces of milk, and retailed for ten cents. This was an old combination masquerading under a new name, but the combination was good, the name was catchy and everybody was happy. We offer some other combinations in which the milk shake is being sold today.

Floradora.

Serve in an ordinary soda glass. Fill tumbler half full of shaved ice, add one ounce vanilla syrup, one-half ounce strawberry syrup, and fill tumbler nearly full of fresh milk. Shake thoroughly, strain and serve.

Light Lunch.

One ounce chocolate syrup, one-half ounce vanilla syrup, one egg. Add to these ingredients a quantity of shaved ice and fill glass nearly full of milk. Shake thoroughly, strain and serve. Top with grated nutmeg.

Malted Milk Shake.

One ounce vanilla syrup, one-half ounce coffee syrup, two teaspoonfuls malted milk. Add to these ingredients the usual quantity of shaved ice, fill glass nearly full of fresh milk, shake thoroughly, strain and serve. Of course, practically any fountain syrup may be used as a base that will not curdle or affect the milk. Chocolate is a prime favorite here, as elsewhere, with coffee

and vanilla not far behind. Acid syrups should not be used with milk.

Chocolate Fluff.

Two ounces chocolate syrup; fill tumbler half full of shaved ice, add one teaspoonful of chocolate or vanilla ice cream and sufficient milk to fill a twelve-ounce glass. Shake thoroughly, strain, and top with whipped cream. This gives you a sweet, "fluffy" drink, one that will be popular with young girls, probably the fountain's best patrons, by the way.

Baby Grand.

Take one ounce of any desired syrup, add some shaved ice and six ounces of pure cream. Shake in the usual manner, strain and serve in a seven-ounce glass. This is a cream shake, intended for jaded appetites, and with a name that will arouse more or less curiosity when displayed on a placard or upon a menu.

Egg Milk Shake.

Break an egg into the shaker, add some shaved ice and one teaspoonful powdered sugar. Shake up the egg and then add the usual quantity of milk, shake thoroughly, strain and serve. Top with grated nutmeg.

Half and Half.

Use any desired syrup as a base and shake up with half milk and half cream. The name sells this drink. Some of your customers will buy a drink because it is good and reasonable in price; but there are others who will buy any drink that is expensive, merely because it is expensive. This class is limited, but its trade is worth getting. The druggist must cater to all classes.

Milk Glacier.

Draw an ounce and a half of the syrup desired; now fill the glass to the top with shaved ice and pour in as much milk as the glass will accommodate. Shake only slightly and serve with the ice still in the glass, or you may only stir with a spoon. Serve with a long-handled spoon and top with a spoonful of ice cream.

Peaches and Cream.

To a ladle of crushed peaches add one teaspoonful powdered sugar, some shaved ice, three ounces of milk and three ounces of cream. Use only a little shaved ice, and shake until the ice has dissolved. Serve in a small glass with a spoon. A very nice specialty, with an attractive name.

Vichy and Milk.

Fill a mineral glass with vichy and milk, half and half. Mix by stirring. Have the milk cold and use no ice.

THE DOUBLE SUNDAE.

This is the creation of one of our bright young men who are making history at the soda counter. There is nothing new about it but the name. A good name, however, sometimes produces great riches, and the double sundae is getting the money of that large class of soda drinkers which is always in search of novelty.

The combination is thoroughly good and well worth trying. As you are serving double portions of ice cream the price should correspond. In running a specialty of this kind it is necessary to advertise it well, by means of placards and by other methods, as unless you advertise nobody will know that you have such a specialty. The double sundae requires a flat dish. An ordinary saucer makes a good serving dish, as saucers are easily washed and may be stacked so that you can get a great many of them in a very little space.

Chocolate Coffee.

Place a scoop of chocolate ice cream on the dish and a scoop of coffee ice cream

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We offer you the opportunity
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A well selected assortment of strictly staple, salable articles in **Popular-priced Jewelry.**

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beside it. Pour a dash of heavy chocolate syrup over the whole and top with whipped cream. This combination may be varied by using coffee syrup instead of the chocolate. The whipped cream may be omitted, if desired. All these specialties are subject to various combinations, which may be arranged to suit the ideas of the individual dispenser.

Nut Chocolate Coffee.

Place a scoop of chocolate ice cream on the dish and a scoop of coffee ice cream beside it. Pour a dash of heavy chocolate syrup over the whole and sprinkle the space between the two mounds of ice cream thickly with chopped mixed nuts. This makes a delightful specialty. Whole nut meats of any kind may be used, and the combination may, if desired, be topped off with a little grated cocoanut. This is a trade-winner.

Chocolate Vanilla.

Place a scoop of chocolate ice cream on the dish and a scoop of vanilla ice cream beside it. Place a little grated cocoanut between the two mounds of ice cream and pour a dash of heavy chocolate syrup over the whole. This is one of the most popular of the double sundaes, and as both chocolate and vanilla ice cream are very generally carried in stock, it is an easy combination to serve. Chocolate, as a rule, goes well in conjunction with coffee or vanilla, but some of the ladies demand it with everything. They like chocolate and strawberry ice cream served together, chocolate and peach, in short, with almost every combination.

Vanilla Strawberry.

Place a scoop of vanilla ice cream on the dish and a scoop of strawberry ice cream beside it. Pour a dash of heavy strawberry syrup over the whole and top with whipped cream. This makes a handsome double sundae, and a good seller.

Fruit Vanilla Strawberry.

Serve as above, but pour a ladle of crushed strawberries between the two mounds of ice cream. Top with whipped cream. Crushed pineapple may be also served, or any sort of crushed fruit. This makes a delightful specialty.

Fresh Fruit Vanilla Strawberry.

Serve one scoop each of vanilla and strawberry ice cream, side by side, and in the space between pour a ladle of fresh whole strawberries. Over the whole pour a dash of strawberry syrup. Fresh blackberries may be used in season, fresh raspberries or any berry in season which will answer the purpose. This makes one of the very finest novelties ever put on sale at the soda counter, and will sell readily at a good price. Fresh strawberries served in this manner are simply delicious, and the other berries are not far behind. This double sundae is a delight to both eye and palate.

Nut Vanilla Strawberry.

Serve one scoop each vanilla and strawberry ice cream in the usual manner, pour a dash of heavy strawberry syrup over the whole and fill the space between the two mounds of ice cream with chopped nuts of any desired variety, or with chopped mixed nuts. Top each mound of ice cream with half an English walnut. This is a good way to serve broken nut meats. Serve the broken meats that accumulate, mix them and serve them chopped.

Chop Suey Double Sundae.

Take raisins, dates and figs, in equal quantities, chop them and mix with enough simple syrup of a heavy grade to permit the mixture to pour easily. This is the chop suey mixture. When

dates and figs get dry, by the way, they may be worked more easily by mixing them with a little heavy simple syrup.

Now place any two desired kinds of ice cream in the usual mounds on the serving dish. Pour a small ladle of the chop suey mixture in the space between the two mounds of ice cream. Top with a whole cherry or with a whole berry in season. Prepared cocoanut may be also introduced into the chop suey mixture, and a little candied ginger is added by some dispensers. The name chop suey is supposed to designate a mixture containing many ingredients, so the dispenser is at perfect liberty to introduce anything which he thinks may hit the fancy of his customers. Chop suey combinations usually make a hit with the younger people.

Nut Chop Suey Double Sundae.

Take equal quantities of dates, figs and mixed nuts, chop and mix with the right proportion of heavy simple syrup to enable the mixture to pour easily. Now place on a serving dish one scoop each of vanilla and strawberry ice cream (or any other two kinds of ice cream desired) and pour a ladle of the chop suey mixture over the space between the two mounds of ice cream. Other ingredients used in these chop suey mixtures are candied cherries, candied pineapple and citron in smaller quantities.

Fruit Salad Double Sundae.

The fruit salad mixture consists of fresh pineapple cut into very small pieces, fresh crushed strawberries and whole cherries mixed in equal proportions with a sufficient quantity of heavy simple syrup to enable the mixture to pour easily. Place your two kinds of ice cream on the serving dish in the usual manner and pour a ladle of the salad mixture over the space between the two mounds of ice cream. Chopped nuts may be also added to this fruit salad mixture. A delightful combination.

Berries a la Mode.

Place two ladles of fresh strawberries, blackberries or raspberries in a small round dish. Over the berries place one scoop of vanilla ice cream and one scoop of strawberry ice cream, or you may use any two kinds of ice cream desired. Place the two mounds of ice cream close together and in the space between pour a small quantity of whipped cream. This combination, served under the name of "Berries a la Mode," is a fine one, and makes a good seller.

Pie a la Mode.

Cuts of pie are being served in conjunction with the double sundae by placing a piece of pie (any kind desired) on a flat dish and placing one scoop each of vanilla and strawberry ice creams (or any two kinds of ice cream at hand) on top of the piece of pie. Pie served in this manner is making a big hit, and the specialty readily brings a good price.

Peach Double Sundae.

Place one scoop of vanilla ice cream and one scoop strawberry ice cream side by side on the serving dish. Fill in the space between with a ladle of fresh chopped peaches. Top with whipped cream. Nothing finer than this on the market.

It will be seen that endless combinations are possible, and that almost any kinds of fruits and nuts may be served in conjunction with the double sundae.

PREPARED PUNCHES.

These prepared punches, which are intended to be served from bowls, may be made up quickly and come in very nicely during the early part of the season before the fountain is in full blast. It is always well to be ready to serve some-

thing in the way of early spring drinks. Spring weather is capricious. A day may open cold, and consequently only a small quantity of syrup be made up for use at the fountain. Suddenly the day grows very warm. People, being heavily attired, are not prepared for this sudden rise in temperature. A run on the soda fountains ensues. Dispensers who are ready for these sudden rushes often reap a small harvest.

It is easier to make up a prepared punch than a number of syrups, and these punches are good thirst quenchers. They are pleasing to the eye, as well as to the palate, and thus fulfill the chief requirements of a successful soda fountain drink. Ladles are used for serving and the drink may be dispensed in cups, goblets or narrow glasses.

Cherry Punch.

Squeeze enough oranges to secure 1 pint of fresh juice; add 3 pints of filtered water and half a pint of concentrated cherry syrup. Sweeten to taste; one pound of sugar should be sufficient. Chop 1 pint of Maraschino cherries, but do not chop too fine; if you cut the cherries into quarters you will secure good results. Add these chopped cherries to the mixture, together with their liquor. Serve from a bowl in which a cube of pure ice has been placed. This makes a rich punch and more water might be added, if desired, care being taken to see that the punch is kept sufficiently sweet. But do not make the product too weak.

Claret Punch.

Squeeze enough lemons to secure 1 pint of fresh juice; add 4 pints of filtered water, 1 pint of good claret and sweeten to suit.

Garnish with sliced lemon and sliced orange, and try to serve a slice with each glass. If you are using narrow glasses, cut the slices of orange into quarters, as otherwise they may not go into the glass. Serve from a bowl in which a large cube of ice has been placed.

Grape Punch.

Squeeze enough oranges to secure 1 pint of fresh juice; add 4 pints of filtered water, 1 pint of grape juice and sweeten to suit.

Garnish with sliced orange cut into quarters. Serve from a bowl in which a large cube of ice has been placed. A refreshing drink and a good leader.

Lemon Punch.

Squeeze enough lemons to secure 1 pint of fresh juice; add 4 pints of filtered water, half a pint of fresh lemon syrup made from the fruit and sweeten to taste.

Slice a pineapple into small pieces and add to the mixture.

Garnish with lemon sliced thin. Strawberries or raspberries may be added in season. Serve from a bowl in which a large cube of clear ice has been placed.

Orange Punch.

Squeeze enough oranges to secure 1 pint of fresh juice; add 4 pints of filtered water, half a pint of crushed orange and sweeten to suit.

Slice a pineapple into small sections and add to the mixture.

Garnish with sliced orange cut into quarters. Strawberries or raspberries may be added in season. Serve in the usual manner, and be careful to keep the crushed orange stirred up when serving, so that each customer may get a portion.

Pineapple Punch.

Squeeze enough lemons to secure 1 pint of fresh juice; add 4 pints of filtered water, half a pint of crushed pineapple, 4 ounces of concentrated pineapple syrup and sweeten to suit.

Garnish with pineapple sliced into small sections. Serve in the usual manner and

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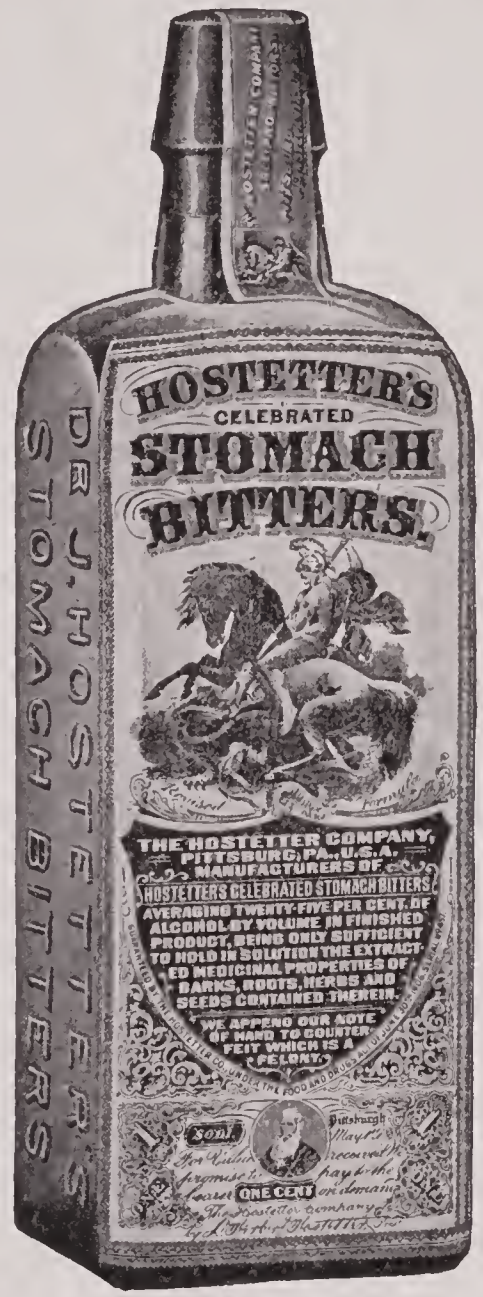

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keep the crushed pineapple stirred up while serving. Orange juice and lemon juice used as a base may be interchanged to suit the dispenser's convenience. If there are no good oranges on the market make your base of lemon juice, and *vice versa*. Or you can secure excellent results by using equal portions of each.

Special Roman Punch.

To 4 pints of filtered water add half a pint of fresh lemon juice, half a pint of fresh orange juice and 2 pints of champagne cider. Sweeten this mixture to suit, grate up one pineapple and mix with it; or you may add half a pint of crushed pineapple, if you prefer. It is better to add the pineapple before sweetening, as you should not get the mixture too sweet.

Finally, beat up the whites of six eggs with a little powdered sugar and float on top of the punch. Serve from a bowl in which a block of pure ice has been placed.

Almost any sort of fresh fruits or berries at hand may be added to these punches. In the absence of fresh fruits preserved cherries and other candied fruits are always useful.

Punch Bowls on Ice.

On a really hot day a punch bowl looks very attractive mounted upon a block of ice. For this purpose select a block of pure, clear ice, with smooth sides, if you can readily secure such a block. If some sides of the block are rough, smooth them with a chisel. Ice may be worked readily with chisel and mallet.

Now hollow out a space in the block of ice of the right size and shape to fit your punch bowl. The block of ice may be placed in a pan or flat dish, or it may be placed flat upon the counter. In any case, fold a napkin or small towel, insert one edge under the block of ice and let the other end hang over your sink or workboard. The folded towel will act as a wick and conduct the water off almost imperceptibly as the block of ice melts. Mount your punch bowl and you are ready for business.

A block of ice arranged in this fashion will last for a long time, usually all day. It makes an effective exhibit upon a hot day, but is not a good display during raw, cold weather. Bear this in mind. An ice display upon a raw day is apt to make the sturdiest customer shiver.

Advertising Special Drinks.

In serving special drinks, such as these prepared punches, you must advertise them if you expect to sell them extensively. Any customer is apt to walk in and call for chocolate soda, but no customer is likely to call for grape punch unless grape punch is being advertised. If you have a special drink let the public know it. Paste up "snipes," post placards about the store, put a notice on your bulletin board, if you maintain one.

Let no opportunity pass to advertise your special drink. The public certainly will not call for it unless you announce that you have it. An advertisement serves two purposes. It informs the public that you have a certain drink on sale, and, if well worded, it often whets the appetite.

In advertising a special drink it is a good rule to always mention the price, particularly if the price is more than five cents. You cater to all sorts of people. If the price is attached it saves answering questions, and it may also save embarrassment in a number of ways. Some people have an idea that no fountain drink ought to cost more than five cents, and if you have the price advertised you may avoid lots of argument. Other people are timid about ordering a special drink, through fear that the price may amount to more than they care to pay. A customer may be perfectly will-

ing to pay ten cents, yet kick about paying fifteen.

All things considered, it seems advisable to always advertise the price of any drink. Thus misunderstandings are avoided, and we believe that better sales will result.

CARBONATED DRINKS.

We give below directions for preparing the more popular of the carbonated drinks. These drinks are charged with gas just as ordinary soda water is carbonated, and may be so charged in portable steel fountains or in automatic carbonators arranged for that purpose. Carbonated drinks of this sort have been very popular in the past and still retain a great measure of their popularity.

Champagne Cider.

To 9½ gallons of sweet cider add 3 pints of pure honey and carbonate. This beverage does not require a great pressure, 90 to 100 pounds of gas pressure being amply sufficient. It does not pay to carbonate a beverage of this kind too highly, as you simply waste gas and get the mixture so "heady" that it foams over and can not be dispensed properly by the glass.

Crab Apple Cider.

Proceed as in the foregoing formula, using crab apple cider. This beverage is popular in some localities.

In some sections a compound is in vogue, consisting of 3 gallons of crab apple cider mixed with 6 gallons of sweet cider, with the usual amount of honey added.

Ginger Ale.

In carbonating ginger ale the same proportions are preserved as would be used in dispensing a 10-ounce glass of ordinary soda water. In such case you would use one ounce and a half of syrup, filling the glass with plain soda.

Add to 8½ gallons of water 1½ gallons of ginger ale syrup and carbonate. We consider 110 pounds* pressure sufficient for this beverage, although some dispensers charge to 125 pounds pressure.

Ginger ale dispensed in steins makes a very attractive feature.

Place a block of pure ice in a large bowl and arrange crushed ice around it. Keep the steins buried in this crushed ice. The result is a thoroughly chilled stein, and ginger ale dispensed in this manner is a delight to the eye as well as to the palate.

Ginger ale sets, consisting of an ornamental bowl and six or more handsome steins, are on the market; and such a set makes a very elegant addition to the soda counter. The dispenser may, however, arrange one for himself at à very slight expense, and either arrangement will advertise your store and pay for itself many times over during a season.

Mead.

There are many formulas for mead, or New Orleans mead, as it is frequently called, but the following seems to yield results equal to any:

Cloves	3 drams.
Ginger	3 drams.
Cinnamon	3 drams.
Nutmeg	3 drams.
Vanilla bean	1 dram.
Mace	40 grains.

NOTE—In carbonating various beverages the amount of pressure must be governed somewhat by the distance the liquid has to travel from the container to the draft tube. If your steel tanks are located directly under the soda fountain, and the cellar is of ordinary height, 100 pounds pressure is sufficient to send the beverage along nicely. If, on the other hand, the beverage has to travel fifty or sixty feet, you will need more pressure, say 110 to 120 pounds. Do not get the pressure any higher than necessary if the beverage is inclined to be "foamy," and consequently hard to handle. Some dispensers try to have their soda very "sharp," that is, carbonated to a high pressure, but this is not always possible or advisable in the case of other beverages.

Grate the nutmeg and bruise the other ingredients, then place them all together in a cloth bag and suspend the same in a gallon of simple syrup. Place the syrup over a slow fire and allow the contents to simmer for 12 hours, steeping the bag with its contents all the while and keeping the temperature low.

Take 2 ounces of sassafras bark and boil it slowly in 24 ounces of water until you have thoroughly impregnated the water, which will by that time be reduced to about a pint. Add this to the syrup impregnated with the spices and add also 1 pint of pure honey.

You will now have the right amount of mead syrup to charge with 8½ gallons of water. Add this amount of water and carbonate, charging to about 100 pounds pressure.

Root Beer.

Add 1½ gallons of root beer syrup to 8½ gallons of water, and carbonate to about 110 pounds pressure.

Root beer dispensed in steins makes a very attractive feature, and one which will draw many dollars to your soda fountain in the course of a season. Root beer has many adherents. It is popular with people who do not care for ordinary fountain drinks and will attract a class whose trade is well worth having. This is a good drink to advertise and to get up with some especial care.

To the old soda drinker it recalls pleasant recollections of the past. To the young soda drinker it affords a most pleasing and refreshing beverage. If you are looking for a "leader," here is a good one.

Spruce Beer.

In the case of spruce beer, birch beer, and similar products, we recommend buying the extract from some firm which has an established formula. These extracts are simply added to the proper quantity of syrup, which is added to the proper quantity of water and the mixture is then carbonated.

Some firms are manufacturing under formulas which embrace as many as twenty ingredients, and are turning out a product which it would be manifestly impossible for a retail druggist to duplicate.

These extracts do not cost much and will give you a smoother and better product than you could produce for yourself without going to a great deal of trouble.

OYSTERS IN VARIOUS STYLES.

As we have pointed out elsewhere, any druggist who can secure oysters can serve the oyster cocktail without going to any particular trouble It is a delightful tidbit, and very easy to handle. To serve cooked oysters, however, you will require some equipment. Oysters, wherever they can be secured, are prime favorites and make a welcome addition to our winter diet. They give us a change from our tiresome meat menu, and they make good sellers.

The druggist who adds them to his bill will never go amiss. Some people do not care for sea food, but most people like it, and converts are very easily made among those who have never had an opportunity to try it. With that very large class which likes oysters, nothing can take the oyster's place. With them the oyster is king.

Preparing Oysters.

About the only drawback to the oyster is the broken shell which sometimes accompanies it. This is not the oyster's fault.

A good opener will open oysters carefully, and not have any bits of shell clinging to the bivalve. But, as you can not always be sure of having a good opener, oysters should be carefully exam-

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ined and usually washed lightly to remove bits of shell or other matter. Care must be taken to get rid of these bits of shell, as they are very sharp and may cut a customer if they get into the cooked product.

But bear this carefully in mind: the washing of the oysters must be very lightly done. If you wash them too much you will wash away the delicate juices, and then your oyster is half spoiled.

Lightly washed and free from shell, the oyster requires no other preparation to be ready for cooking.

Fried Oysters.

It is hardly within our province to give actual directions for frying oysters, as to serve them in this manner you will need a man who can cook, and he will undoubtedly want to cook them in his own way. We may, however, be able to advise to advantage on this subject along other lines.

The ideal way to operate a cooking department in connection with a soda fountain is probably to have the cooking department located in a room directly above the fountain, with dumb waiter connections running between. In this way you get your cooking department in a clean, light room, which is better than having it in a cellar. A clean basement is all right, but an upper room is better. With such an arrangement there is less odor of cooking about the fountain, and there need be no odor with a reasonable amount of care. Besides the regulations of the various municipalities are getting strict along these lines, and if you can make a choice between an upper and basement room, by all means choose the former.

A back room on the same floor as the main store is all right, but requires more or less running back and forth with trays of food and soiled dishes. The dumb waiter system is better.

Now about the number of oysters to an order. Some restaurants are serving three fried oysters for fifteen cents and apparently making money at it. The druggist, by giving better service, ought to be able to get twenty cents for an order of the same size, and even twenty-five, with extra good service. Prices, of course, are dominated by the cost of raw materials, and oysters are not getting any cheaper. It is better to play up the quality than the quantity. You can get your own prices for extra good stuff.

Three oysters are not enough for some people, and it is well also to list an order consisting of four oysters. Let your oyster menu read, say, as follows:

3 fried oysters....20 cents.
4 fried oysters....25 cents.
6 fried oysters....35 cents.

Prices, of course, as we say, are subject to local conditions, and no prices on oysters can be set down to suit the entire country. Orders of fried oysters should be served with a few crackers and a small pickle. In case of a lady customer a couple of olives added nearly always make a hit. These are the little touches that distinguish a successful business from one that is only moderately successful. Dainty crackers, dainty wafers, dainty sweet pickles, all these things cost little and add much to the attractiveness of your menu.

Oyster Bouillon.

This sounds much better than "oyster soup," and, as a good name costs nothing, you might as well have one. A cup of oyster bouillon ought to be worth five cents more than the same quantity of oyster soup any day in the week. The name alone is worth the difference.

There are many excellent oyster bouillons on the market which come already prepared. A dispenser may also make a bouillon of his own by chopping oysters

fine and preparing a broth fresh every day. Chop the oysters fine and add the liquor which they came in; now prepare a broth, adding milk and taking as a rough estimate a pint of milk to a dozen oysters. We say a rough estimate, because some oysters are six times as large as others. But taking ordinary oysters as they run, these proportions would be about right. Add a little butter to the broth as you finish cooking, and season to taste. Such a bouillon must, of course, be prepared fresh every day. Be careful to add all the liquor that the oysters come in, as it will make the broth much richer. Remember that a bouillon is not a stew, as oysters are cooked whole in the latter. You do not want to waste oysters on your broth, and if they are running large and juicy, cut down the number accordingly.

Oyster Pie.

It takes a cook to prepare this dainty, if you wish to prepare it on the premises. Oyster pie may be served in two manners. A large pie may be baked and served in sections, as required, or small individual pies may be served. There are dealers who supply these small, individual oyster pies, and any druggist, by thus securing them, can dispense individual oyster pies without going to any particular trouble. These little pies make an attractive novelty and are very popular.

Small Stew.

We recommend using six oysters to a small stew. If you cut down the number of oysters too far, people get to quoting the old church-fair oyster stew joke, and it is not well to have people joking about your food products. If you can get a constant supply of steam it is better to arrange for steam stew pans, and possibly a steam table. Otherwise, you will have to do your cooking by gas.

If you keep a supply of hot milk on hand you can save time on making an oyster stew. Add the oysters, with two ounces of the liquor they came in, to eight ounces of hot milk, and stew until the oysters are cooked. Then add a little butter and seasoning to suit. The process does not take very long. Serve with salted wafers or small oyster crackers.

Large Stew.

The large stew is made in the same way, doubling the quantities.

A larger quantity of milk may be added in both cases to the number of oysters given. The result will be a larger stew, but not so rich a product. Any dispenser can soon learn to turn out a rich and delicious oyster stew, and the best way to learn is to go ahead and make a few. Like swimming, it can only be learned through your own efforts. Experience is the best teacher. By using cream, or half cream, a very rich product may be secured, but the milk stew is good enough for all practical purposes, and some people even think it is better.

Panned Oysters.

Steam the number of oysters desired in their own liquor, or you may add a little water, if necessary. Then place the oysters on bits of toast, pour a little of the hot liquor over them, and brown the toast slightly in an oven. Season the oysters to suit. A little butter may be added while the steaming process is going on.

To prepare toast is a good deal of trouble for the ordinary dispenser, and panned oysters may be served very nicely on crackers instead. When we get into the realm of steamed and panned oysters, we are getting somewhat beyond the facilities of the average dispenser, as these things require full cooking outfits. Stews and bouillons, however, may be

prepared by any dispenser, and, after all, they are probably the best sellers.

Other Combinations.

Oyster bouillon may be served with tomato bouillon, using equal quantities of each as a base and filling the mug with hot water.

Oyster bouillon may be served with beef bouillon in the same way, or oyster, tomato and beef may be dispensed together. All these combinations are delicious.

MEDICINAL PREPARATIONS.

For the benefit of dispensers who are not druggists we give a list of the principal medicinal preparations commonly dispensed at the soda fountain. It is not wise, of course, for any soda water dispenser to set up as a physician, and probably there are none who attempt to do so. Such medicinal preparations as aromatic spirts of ammonia, however, are frequently called for at the soda counter, and it is accounted a part of a dispenser's duty to be able to dispense such drinks.

Aromatic Spirits Ammonia.

Popular as a "bracer," and frequently called for in the morning by men who have been drinking. A couple of dashes in a mineral glass and fill glass with plain soda or vichy. Do not give more than a teaspoonful as a dose for a grown person, and lessen this dose in proportion to the age of the customer.

Angostura Bitters.

A pleasant appetizer and stomach tonic. A couple of dashes added to a fruit drink are sometimes called for. An ounce of raspberry syrup with a dash of Angostura bitters added makes a pleasant combination. Draw in a mineral glass and fill glass with plain soda.

Bicarbonate of Soda.

This is frequently called for by people with stomach troubles, who generally know about what sized dose they want. If dose is not specified by the customer, a teaspoonful dissolved in a mineral glass of vichy or plain soda will be found sufficient. A great many people take bicarbonate of soda for sick stomach, for "gas on the stomach," indigestion and various stomach troubles.

Bromo Preparations.

These are the most frequently called for of all medicinal preparations, and are commonly dispensed in the form of effervescent salts for headache and kindred troubles. Add vichy or plain soda and pour back and forth between two mineral glasses until the salts have been dissolved.

Calisaya Tonic.

An appetizer and tonic in frequent demand at the soda counter.

We offer here one of the best formulas for salisaya tonic ever perfected:

Wild cherry bark	12 ounces.
Yellow cinchona bark	12 ounces.
Cinnamon	2 ounces.
Gentian	8 ounces.
Cardamom	3 ounces.
Cloves	8 ounces.
Coriander	8 ounces.

Mix these ingredients (each in a coarse powder) and pack loosely in a large percolator. Now mix 20 ounces of alcohol with 12 pints of distilled water and pour slowly into the percolator. Repeat this operation 8 times, or until 96 pints of water and 160 ounces of alcohol have been passed through. To catch the percolate, when operating in these quantities, you will need a large crock or keg.

When the process of percolation is complete, dissolve 80 pounds of sugar in the percolate, to which may be added some harmless red coloring, if desired. This will give you a light syrup, or

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SOLE PROPRIETORS
MONTICELLO, ILL., U.S.A.
CONTAINS 8½ PER CENT GRAIN ALCOHOL
as a solvent and to prevent freezing.
FOR ALL STOMACH TROUBLES
SUCH AS
Dyspepsia, Biliousness, Sick Headache, Sour Stomach, and Heartburn; Also Liver Troubles, Constipation and all Ills caused from bad Digestion.
A pleasant digestive compound composed of pure Pepsin combined with plant drugs known to be beneficial to the human system, making a most pleasant and effectual remedy, acting gently on the Stomach, Liver and Bowels, cleansing the system, aiding Digestion, and relieving Dyspepsia, Biliousness and Habitual Constipation. Dispels Colds, Headache, Fevers and all ills caused from Bad Digestion, Foul Stomach, Torpid Liver and Sluggish Bowels. A compound nutritive and refreshing to the young and old
PRICE, 50 CENTS

Name and Trade Mark Reg. U. S. Patent Office.

Dr. Caldwell's SYRUP PEPSIN

The Perfect Laxative

A staple remedy that fulfills every claim made for it and brings your customer back for more, is the profitable kind to handle.

Dr. Caldwell's Syrup Pepsin is the standard household remedy for millions of Americans. Every bottle you sell means a satisfied customer.

When a customer asks you for a reliable remedy to relieve constipation, biliousness, indigestion, sick headache and similar troubles, recommend Dr. Caldwell's Syrup Pepsin. It will make a friend and pay you full profits.

Write for liberal quantity discounts, window display, advertising and free goods offer.

PEPSIN SYRUP CO.

MONTICELLO, ILL.

calisaya tonic, and we have no hesitation in saying that you can build up a reputation on this product.

To dispense, draw one ounce of the syrup in a mineral glass and fill glass with plain soda. A dash of acid phosphate is thought by some to improve the drink.

Castor Oil.

Castor oil is sometimes called for at the soda fountain. An ounce to an ounce and a half is the usual dose. If mixed with an equal amount of sarsaparilla syrup, the glass being then filled with plain soda, the castor oil will be almost "tasteless," certainly not unpleasant to take. It is usually administered in this manner.

Citrate of Magnesia.

A mild and pleasant cathartic. Pour the contents of one bottle into a large soda glass. May be served with a little shaved ice, if desired.

Epsom Salts.

A somewhat more active cathartic. Two teaspoonfuls constitute a common dose for an adult. Dissolve in plain water or in plain soda.

Essence of Peppermint.

Useful in case of sick stomach. A teaspoonful is sufficient for a grown person. Decrease the dose in proportion to the age of the customer. Mix with water or plain soda.

Essence of Pepsin.

This is occasionally called for by people suffering from dyspepsia. A teaspoonful is a sufficient dose for an adult. Serve in a mineral glass and fill glass with plain soda.

Hunyadi Water.

Often used as a mild cathartic. A mineral glass filled with Hunyadi is usually served. A little shaved ice may be aded, if desired.

Jamaica Ginger.

Given for cramps, pains in the stomach, etc. A teaspoonful is the usual dose for adult persons. May be added to an ounce of lemon syrup; fill glass with plain soda.

Malt.

Keep bottled on ice and dispense the quantity desired in a small glass. A number of combinations are served. See Malt and Malt Drinks.

Rochelle Salts.

A cathartic somewhat milder in action than Epsom Salts. One teaspoonful is commonly given as a dose for a grown person. Dissolve in plain water or in carbonated water.

Seidlitz Powders.

These are frequently called for at the soda counter. Dissolve contents of white paper in one ounce of carbonated water; dissolve contents of blue paper in three ounces of carbonated water in a separate glass. Pour the contents of the two glasses together and serve while effervescent.

THE MOUSSE.

The mousse is a variation of the sundae; a sort of double sundae, in fact, somewhat more elaborately decorated, perhaps.

The confection is quite popular and affords a wide field to the young dispenser who likes to experiment with a view to turning out "something different." The mousse should be served on a small dish or saucer, and with a short-handled spoon.

Almond Mousse.

Place a scoop of vanilla ice cream and one of chocolate side by side. In the space

between pour a little heavy chocolate syrup and over this sprinkle chopped almonds. Encircle the two scoops or mounds of ice cream with whole almonds, pressed slightly into the cream. To do this, of course, will require a little time, and this part may be omitted. As a rule, however, the mousse is served in an elaborate form, this being its distinctive feature.

Banana Mousse.

Place a scoop of vanilla ice cream and one of strawberry side by side. Pour a dash of heavy strawberry syrup between and over this sprinkle a few slices of banana. Place a row of banana slices around the base of the mounds of ice cream. Any style of ice cream desired may, of course, be used in these confections, and almost any variation introduced to suit the fancy of the dispenser or of the customer. Sometimes a customer will introduce a novelty well worth keeping up.

Blackberry Mousse.

A fine confection during the blackberry season. Make up and keep on hand some crushed blackberries, adding just enough syrup to enable you to pour the mixture. Have it very heavy.

Place two mounds of ice cream, usually vanilla and strawberry, side by side, and over the center space pour a small ladle of your crushed blackberries. If you wish to be elaborate, top with whipped cream and place a row of whole berries around the mounds of ice cream.

Cherry Mousse.

Place a scoop of vanilla ice cream and one of strawberry side by side. Pour a little of the liquor the cherries came in over the center space, and then place a small ladle of chopped cherries between the mounds of ice cream. A row of whole cherries may be added around the mounds of ice cream and this should also increase the price of the confection.

Chocolate Drop Mousse.

A scoop of chocolate ice cream and one of vanilla side by side.

Pour a dash of heavy chocolate syrup over the center space and place two or three chocolate drops there. Garnish with chocolate drops all around base, if desired.

Cocoanut Mousse.

A scoop of vanilla and one of chocolate ice cream side by side.

Pour a dash of heavy chocolate syrup over the center space and sprinkle this thickly with shredded cocoanut. Something "different," and likely to be a good seller.

Crushed Fruit Mousse.

These are nice confections. Two scoops of ice cream (different kinds) side by side; vanilla and strawberry go well together with the various crushed fruits.

Pour a ladle of any kind of crushed fruit desired over the center space, and top with whipped cream.

Fruit Salad Mousse.

Get up any kind of a fruit salad mixture and serve poured over the two mounds of ice cream. An excellent fruit salad mixture consists of crushed strawberry and crushed pineapple in equal proportions, with some chopped cherries and a little shredded cocoanut added. We have given a number of these fruit salad mixtures in other places.

A chop suey mousse may be served in the same way.

Jam Mousse.

Two scoops of ice cream side by side. Place a portion of any kind of jam desired over the center space. Top with whipped cream.

Jelly Mousse.

Serve same as the foregoing, substituting jelly for the jam.

These confections will give you something out of the ordinary run, and if you have never tried them it might be well to utilize one as a "flier." The young people get tired of the same old things and very frequently take kindly to something new.

Marmalade Mousse.

Serve same as the foregoing, placing a portion of marmalade between the two mounds of ice cream. A good mousse to advertise in connection with afternoon tea.

Maple Mousse.

Place two scoops of ice cream side by side. Pour over the center space a dash of heavy maple syrup and sprinkle this thickly with granulated maple sugar, or maple sugar broken into small bits. A nice winter mousse.

Nut Mousse.

Place two scoops of ice cream side by side. Pour a dash of heavy chocolate syrup over the center space and sprinkle this thickly with any sort of chopped nut meats desired.

Place whole nut meats around the base of the mounds of ice cream.

Nut Salad Mousse.

Nut salad mixtures may be made by adding nuts to fruit salad mixtures, and a nice nut salad mousse may be served in this manner.

Orange Mousse.

Place two slices of orange (seedless) side by side; upon one slice of orange place a mound of vanilla ice cream, upon the other slice of orange place a mound of strawberry ice cream. Fill space between with orange pulp or small pieces of orange. This combination makes a beautiful mousse.

Peach Mousse.

Place two scoops of ice cream side by side. Pour a dash of heavy peach syrup over space between and fill in with sliced peaches.

Place slices of peach around the base of the mounds of ice cream.

Strawberry Mousse.

Place a scoop of vanilla ice cream and one of strawberry ice cream side by side. Pour a dash of concentrated strawberry syrup between. Now fill this space with fresh strawberries and place a row of fine berries around the base of the mounds of ice cream.

Top off each mound of ice cream with an especially fine berry.

This mousse is about as fine a confection as you can expect to turn out. Use selected fruit and you will have a great trade-winner.

Walnut Mousse.

Chocolate and vanilla ice cream. A dash of chocolate syrup between the mounds. Sprinkle with chopped walnuts and garnish with whole walnut meats. A very fine nut mousse.

THE LAYER PARFAIT.

The parfait, in its original form, consisted of ice cream mixed with whipped cream, the latter being worked up with the ice cream by means of a mixing spoon. The parfait has grown, however, like other confections, has been elaborated in many ways, and has assumed a great many varied forms. The latest of these is the layer parfait, which has recently become very popular.

The layer parfait is quite a confection in its way. It has ice cream for a base; nothing is more popular than ice cream, and thus the reputation of the parfait

Distilled Water—A Revenue Producer Worth While.

Being a Discussion of the Commercial Possibilities of its Production by the Druggist.

By FRANK S. WRIGHT, M. D., of Salmon, Idaho.

DISTILLED water in Medicine represents the line of demarkation between the catastrophe and the blessing, and much depends upon the druggist's performance of his duty to the physician and his patient whether the former or the latter condition arise.

Impure water is a menace to the public health. The high mortality of many of our towns and cities is directly traceable to the impurity of the water supply. The spread of infection over large areas is often directly traceable to a single case accessible to the source of supply. An epidemic of typhoid fever recently prevailed in Arkansas that spread from a single isolated case and rapidly assumed remarkable dimensions, whose virulence threatened to wipe out the town. Investigation showed it to have been caused by the carelessness of a nurse, who had deposited the dejection of a convalescent patient in the vicinity of a dairy well. The water of this well was used by a dairyman in cleaning his utensils. The milk afforded a potent medium for germination and multiplication of typhoid germs and their mission of destruction was completed by use of the containers in which the dairyman marketed his milk supply.

An impure water not only furnishes a favorable agent for propagation of bacterial poison that contaminates it, but it also serves as a carrier of the same to non-infected districts to innoculate afresh a previously immune section.

No agent plays so important a part in the process of digestion and secretion, and none is more capable of influencing for good or evil the result of surgical interference, as is water.

The public is pretty much at the mercy of the municipality so far as the general water supply is concerned, and, indeed, our systems in health are fortified by nature to cope with untoward conditions, but the disease-racked constitution, the patient and the convalescent under the care of the physician, are entitled to the benefit of every exaction and precaution known to science for the attainment of an absolutely pure water. Without absolutely pure water for all purposes a serious obstacle to recovery confronts the patient and undoes the best efforts of the physician.

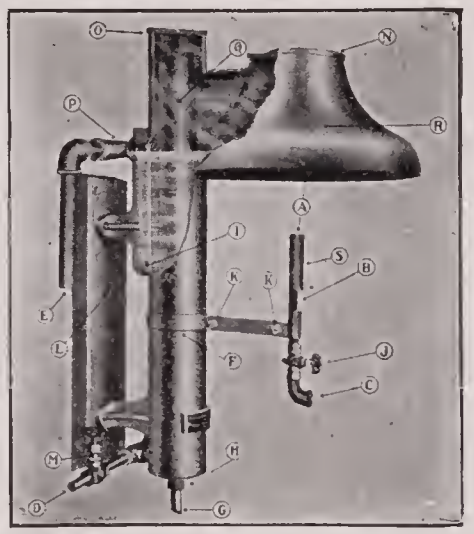
The druggist stands in the same relation to the physician that a pilot does to the Captain of a ship—without a thorough understanding of the course, and co-operation, success cannot be attained.

Since appearance is no criterion by which to judge a perfectly pure water, the precaution of using only distilled water in prescriptions should be religiously followed unless the physician orders otherwise. To the extent that this duty is expected of the druggist, he shares the physician's responsibility.

Looking at the proposition from its various angles the fact that you use distilled water **exclusively** in your prescription department can be advertised, it will impress your customers of your dependability as well as increase the doctor's respect for your good judgment. The sale of distilled water constitutes a remunerative branch of the business in some neighborhoods, and the druggist is regarded as its legitimate purveyor.

Whether or not you see fit to improve upon the potential possibilities, just mentioned, the necessary apparatus for the production of distilled water at a moment's notice should constitute an essential part of your store equipment. It is proper to say that the absence of such facilities indicates total lack of ability and training for the proper handling of physicians' prescriptions.

From a strictly commercial standpoint the manufacture of distilled water is exceedingly profitable, and if the proper apparatus is installed the amount of space it will occupy need hardly be counted. We say proper apparatus because of the cumbersomeness and inappropriateness of some of the stills now in use.



Operation

The city water is supplied through pipe D, passes up the condensing column F, and overflows into the boiling vessel or evaporator R, where a constant level is maintained by the overflow P. In the evaporator the water is transformed into steam. As this steam is pure hydrogen and oxygen containing no foreign matter, all refuse is left in the evaporator, and only the pure steam passes into the condensing tube Q. This tube is surrounded by the cool feed water, which condenses the steam into chemically pure distilled water, passing out at spout G. The special burner of our own design burns such a large percentage of air in proportion to the gas consumed that an unusually hot and large flame results at minimum cost.

The druggist's needs are best served by the "Peerless Automatic Water Still," made by the Sparta Manufacturing Company, of South Bend, Ind., an illustration of which is presented herewith. This perfect apparatus is built upon thoroughly practical lines. The boiling vessel, or evaporator, and the condensing column, are cast in one piece, and, being of gray steel, the still is practically indestructible. A cap of the same material covers a large opening in the top of the evaporator, which permits of the latter being easily cleaned. This cap, together with that on top of the condensing column, is machined to form a steam-tight fit without the use of gaskets or washers. The inner condensing tube is of sheet copper, heavily coated with pure block tin inside, to prevent contamination of the condensed steam. This tube extends so high above the water level and overflow that it precludes the possibility of anything but pure steam passing into the condensing chamber. By simply unscrewing a nut on the small spout at the bottom it may be instantly removed for cleaning. In operation this still is automatic, and we might add that it is "fool-proof." To operate, you simply turn on the water so that a small stream runs from the overflow pipe, light the gas, and it will distill indefinitely without any further attention.

The "Peerless Automatic Water Still" distills one gallon of pure ærated water per hour, at a cost not to exceed two cents per gallon for gas. It is equipped with a special burner that consumes a good quantity of air and produces an exceedingly hot flame. Double capacity and maximum efficiency at minimum expense are the result. It is finished in aluminum lacquer.

While it is true that some druggists buy their distilled water, the wide-awake fellows do not. Did **you** ever stop to consider that in buying distilled water the druggist turns over to the maker of this product not less than **600% profit.** That isn't business. It isn't even wisdom!

The "Peerless Automatic" is certainly a powerful exponent of business economy that no store can afford to ignore. If your store is not equipped with one, write to the Sparta Manufacturing Company, of South Bend, Ind., and let them tell you all about it. Specify "Peerless Automatic" when you order from your jobber. He has it, or if not he can get it for you.

rests upon a firm foundation. The layer parfait also affords an opportunity of introducing many ingredients not commonly used at the soda fountain, and this makes it a winner with that large class which is always looking for something just a little different. The layer parfait may be simple or it may be served in a very elaborate form; in other words, it may be adapted to suit all tastes. It has so many good points that it is well worthy of any dispenser's consideration.

The layer parfait is sometimes dispensed in four, five, or even six layers, but the more layers the more work, and the more time consumed in dispensing. Three layers work very well; a layer of ice cream at the bottom of the glass, then a layer of the added ingredient, with a layer of ice cream to top off. Whipped cream is often added, and no doubt improves the confection, but whipped cream is one of those things which may be omitted without doing any material damage. It is a mistake to have a drink too elaborate to serve quickly. If it is a good drink and in demand you can not serve it quickly enough to fill the demand.

We offer herewith a number of formulas.

A tall, narrow tumbler makes the best for serving, and a six-ounce glass is about the right size. The stemmed tumbler makes a beautiful glass and is used by some dispensers, but is more easily broken and somewhat harder to wash.

Almond Parfait.

One layer of ice cream, then a layer of chopped almonds, then a layer of ice cream to fill glass. Top with whipped cream. Vanilla ice cream is commonly used, although chocolate is often substituted, and a nice variation is made by using a layer of each. Serve with a spoon. The customer is supposed to mix the nuts with the ice cream to suit his or her taste. A variation of this is to serve thinner layers, first ice cream, then nuts, ice cream, nuts, topping off with ice cream, or five layers in all. A beautiful parfait if you have the time to serve it. Whole almonds are sometimes used, but the chopped nuts make a better parfait.

Angel Food Parfait.

A layer of chocolate ice cream to fill one-third of the glass, then a layer of angel food of the same thickness, then a layer of vanilla ice cream to fill glass. Top with whipped cream, if desired.

Crumble the angel food and place it in the glass lightly, but do not allow it to become packed or weighted too much by the ice cream above. This makes an unusual confection and a nice one. Well worth trying.

Apple Parfait.

A winter parfait. A layer of ice cream, then a layer of apples cut into small pieces, then a layer of ice cream. A dash of cranberry syrup over all adds to the compound. Try to get apples that are sweet and fully ripe.

Apple Sauce Parfait.

Something novel for winter. A layer of ice cream, then a layer of apple sauce, topping off with another layer of ice cream. Apple butter parfait may be served in the same manner. Winter specialties in ice cream compounds are hard to find, and the novelty of this one helps to sell it.

Apricot Parfait.

A layer of ice cream, a layer of preserved apricots sliced into medium-sized pieces, and top off with a layer of ice cream. A little whipped cream adds to the compound.

Banana Parfait.

A layer of ice cream, a layer of sliced bananas, a layer of ice cream to fill glass.

Pour a dash of banana syrup over all and top off with whipped cream, if desired. This affords a fresh fruit parfait whenever bananas are in season, which means practically all the time.

Blackberry Parfait.

Nothing finer in the season. A layer of vanilla ice cream, a layer of fresh, ripe blackberries, a layer of strawberry ice cream. A dash of blackberry syrup may be poured over all, although this is not absolutely necessary. Top with whipped cream, if desired.

A parfait of this kind, served during the season of fresh berries, will attract a great deal of attention and win many friends for your soda fountain. They are easy to prepare and they are hard to surpass. Topped with a fine, large berry, with leaf and stem attached, you have a parfait that is a picture, and one which will gain the approval of the most jaded epicure. The finest berries should be laid aside for decorative purposes, and if you can secure a few each day with stems attached, they will amply repay the trouble.

Cake Parfait.

A layer of vanilla ice cream to fill one-third of glass, then a layer of any kind of cake desired to fill another third, then a layer of vanilla ice cream to fill the glass. Crumble the cake and place it in the glass lightly, but do not pack. A dash of strawberry syrup over all will add to the confection. Various kinds of ice cream may be used. Top with whipped cream, if desired.

Cherry Parfait.

A layer of vanilla ice cream to fill one-third of glass, then a layer of whole candied cherries to fill another third, then a layer of vanilla ice cream to fill glass. Pour a dash of the liquor which the cherries came in over the whole. The contrast between the bright red cherries and the vanilla ice cream makes a very handsome confection.

Top with a whole cherry.

Chocolate Drop Parfait.

A layer of vanilla ice cream to fill one-third of glass, then a layer of chocolate drops to fill another third, then a layer of vanilla ice cream to fill glass. Something out of the ordinary and popular with young ladies.

Cocoanut Parfait.

A layer of chocolate ice cream to fill one-third of glass, then a layer of cocoanut to fill another third, then a layer of chocolate ice cream to fill the glass. The contrast between the white cocoanut meat and the dark chocolate ice cream is striking.

This is an unusual combination and will prove a trade-winner. In five thinner layers it shows up in a still more striking fashion. Top with whipped cream.

Cranberry Parfait.

Fill the glass with vanilla ice cream, packing it rather tightly. Now take a round glass mixing rod and make four holes in the ice cream at the edge of the glass and equidistant from each other. Let these holes extend to the bottom of the glass. Now fill each hole with heavy cranberry syrup. The contrast between the bright red syrup and the vanilla ice cream is very fine, the red syrup showing in four columns through the glass. A winter novelty and suitable for Thanksgiving or Christmas especially. Top with whipped cream, if desired.

Currant Parfait.

A layer of vanilla ice cream, a layer of currants, and a layer of vanilla ice cream to fill glass. A dash of currant or

any red syrup over all. A very handsome combination.

Chopped Nut Parfait.

Mix the nuts desired, chop and keep in a convenient place. Serve a layer of ice cream, a layer of chopped nuts, and a layer of ice cream to fill glass, or serve in five layers, if desired. Pour a dash of some syrup over all. An elegant parfait may be served in this manner.

Chop Suey Parfait.

Mix dates, raisins and figs in equal proportions and add a little shredded cocoanut and a little citron. Chop these ingredients and mix with a heavy syrup, just enough to enable you to handle the mixture readily.

Serve a layer of ice cream, a layer of the chop suey mixture, and a layer of ice cream to fill the glass. Chopped nuts may be also added to the chop suey mixture.

Crushed Fruit Parfait.

A layer of ice cream, a layer of any crushed fruit desired, and a layer of ice cream to fill the glass. Or serve in five layers, if desired. Some very fine combinations may be dispensed in this manner.

One especially good combination consists of crushed pineapple, crushed raspberry and crushed strawberry, mixed in equal proportions with a few chopped cherries added. In serving crushed fruits in layers have them solid, with very little syrup, just enough to enable you to work the mixture. These are trade-winners.

Date Parfait.

A layer of strawberry ice cream, a layer of dates, whole or chopped, a layer of vanilla ice cream to fill glass. Top with whipped cream and a whole date.

Fig Parfait.

A layer of ice cream (any kind desired), a layer of chopped figs, a layer of ice cream to fill glass. Top with whipped cream and a whole fig. Chopped figs are best to use for layer dispensing, as the whole fig can hardly be eaten with a spoon.

Filbert Parfait.

A layer of ice cream, a layer of chopped filberts and a layer of ice cream to fill glass. Pour a dash of syrup over the whole and sprinkle a few filbert meats on top. In selecting a syrup for such a purpose, try to secure a color contrast. Strawberry syrup, for instance, shows up well with vanilla ice cream, whereas vanilla syrup would not afford you a contrast. In these fancy compounds always cater to the eye as well as to the palate. Unusual ingredients for topping off are useful, preserved ginger and citron, for instance.

Fresh Fruit Parfait.

A layer of ice cream, a layer of fresh fruit or fresh berries, another layer of ice cream to fill glass. There are no combinations more delicious than these. Nothing is finer than fresh fruit in season, and if you will pay some attention to this specialty you can secure the very cream of the trade.

Ginger Parfait.

A layer of ice cream, a layer of preserved candied ginger, a layer of ice cream to fill glass. Top with a piece of candied citron.

This is more useful, perhaps, as a novelty than in any other way.

Gingerbread Parfait.

A layer of vanilla ice cream, a layer of gingerbread, a layer of strawberry ice cream. A dash of strawberry syrup over all. Crumble the gingerbread but do not

pack too tightly. The contrasting colors make this a very effective parfait, and it is quite a novelty in its way.

Gingersnap Parfait.

This must be served in a glass sufficient in diameter to admit a whole gingersnap. A layer of ice cream (rather a thin layer), then a fresh gingersnap, then a layer of ice cream, a gingersnap, and so on to fill glass. Five or even seven layers may be used. The gingersnaps must not be too hard to be eaten with a spoon. This makes a great novelty around a girls' school, or with people who are always looking for something new. Any kind of small, round cakes may be served in the same way.

Hickory Nut Parfait.

An excellent seller. A layer of ice cream, a layer of chopped hickory nuts, a layer of ice cream to fill glass. Top with whole nut meats. Some prefer the hickory nut to any other in combination with ice cream.

Ice Parfait.

A layer of any sort of water ice desired, a layer of ice cream, and a layer of water ice to fill glass.

Another combination: layer of ice cream, then a layer of water ice, then a layer of ice cream to fill glass.

Still another: a layer of lemon water ice, a layer of ice cream (any kind desired), then a layer of orange water ice to fill glass. Two contrasting kinds of water ice may be used in combination with one kind of ice cream, or two kinds of ice cream in conjunction with one kind of water ice. As will be readily seen numerous combinations are possible. and this combination of ice cream and water ice makes a very popular parfait.

Jam Parfait.

A layer of ice cream, a layer of any kind of jam desired, and a layer of ice cream to fill the glass. Something out of the ordinary, and consequently a good seller with certain classes.

Jelly Parfait.

Another novelty along the same lines. A layer of ice cream, a layer of any kind of jelly desired, and a layer of ice cream to fill the glass. Red currant jelly used in conjunction with vanilla ice cream offers a striking contrast. A good leader. Top with a dab of jelly.

Lemon Ice Parfait.

A layer of lemon ice, a layer of vanilla ice cream and a layer of lemon ice to fill the glass. An excellent combination and a popular parfait. The arrangement may be altered and a layer of lemon ice served between two layers of vanilla ice cream.

Maple Parfait.

A layer of ice cream, a layer of maple sugar and a layer of ice cream to fill glass. Have the maple sugar in granules so that it may be eaten with a spoon. A nice winter novelty. A dash of cranberry syrup over all adds to the combination, or any red syrup will do.

Marmalade Parfait.

A layer of ice cream, a layer of any kind of marmalade desired, and a layer of ice cream to fill the glass. A good parfait to advertise in connection with afternoon tea. Top with a dab of marmalade.

Marshmallow Parfait.

A layer of ice cream, a layer of marshmallows and a layer of ice cream to fill the glass. Chocolate ice cream goes very well and affords a strong contrast to the white marshmallows. A good combination to run near a girls' school.

Melon Parfait.

To be served during the watermelon season. A layer of ice cream, then a

layer of watermelon cut into cubes, then a layer of ice cream to fill the glass. Have the ice cream layers thin and the melon layer thick. Top with a cube of melon.

Anything in the way of a fresh fruit, berry, or melon makes an excellent parfait, and will usually be found to be a good seller.

Mutt and Jeff.

A layer of vanilla ice cream one inch deep, rest of the glass filled with chocolate ice cream packed tight. Top with whipped cream.

The two layers represent the disproportionate sizes of Mutt and Jeff, of newspaper fame.

Nut Salad Parfait.

The nut salad mixture is made by mixing one pound of chopped mixed nuts with one pint of crushed strawberry, one pint of crushed pineapple and one-half pint chopped cherries.

To serve, use one layer of ice cream, one layer of this nut salad mixture and one layer of ice cream to fill glass. Top with whipped cream. An elegant parfait and one which brings a good price.

Orange Parfait.

Cut a small, sweet orange into slices (seedless oranges are the best kind) and trim the slices so that they will go into your parfait glass. Now a layer of vanilla ice cream, a slice of orange, a layer of ice cream, and so on to form five layers. A beautiful parfait.

Orange Ice Parfait.

A layer of orange ice, a layer of ice cream, and a layer of orange ice to fill the glass. Or serve a layer of orange ice between two layers of ice cream. Top with a slice of fresh orange.

Peach Parfait.

A layer of ice cream, strawberry or vanilla, a layer of fresh sliced peaches and a layer of ice cream to fill the glass. Pour a dash of rich cream over all. You can get no finer parfait than this. Use ripe peaches, carefully selected, and during the season you can serve a parfait second to none.

Crushed peaches and preserved peaches may be used when no fresh fruit is at hand.

Pear Parfait.

Another fine specialty. Use ripe, juicy pears. A layer of ice cream, a layer of pear in small slices and a layer of ice cream to fill the glass.

Pecan Parfait.

A layer of ice cream, a layer of chopped pecans and a layer of ice cream to fill glass. Top with whole nut meats. A peanut parfait may be served in the same manner.

Pineapple Parfait.

A layer of ice cream, a layer of fresh pineapple cut into small cubes, and a layer of ice cream to fill glass. Top with a slice of pineapple. Preserved pineapple or crushed pineapple may be used when the fresh fruit can not be secured.

Pistachio Parfait.

A layer of ice cream, a layer of chopped pistachio nuts and a layer of ice cream to fill the glass. Pour a dash of bisque syrup over all. Dress with whole nut meats.

Plum Parfait.

Made from the fresh fruit this is a very fine parfait. Remove the seeds from some ripe plums and keep in a convenient place. A layer of vanilla ice cream, a layer of plums and a layer of vanilla ice cream to fill glass. Whether the plums be red or purple the contrast is very fine. Preserved plums may also be used when the fresh fruit is not in season.

Prune Parfait.

A layer of ice cream, a layer of prunes (the seeds having been removed) and a layer of ice cream to fill the glass. A dash of prune juice over all.

This parfait is run as a sort of mild joke by a druggist in a college town and is a great favorite with the college boys. It is locally known as "Boarding-house Favorite," and has other facetious names.

Raisin Parfait.

A layer of ice cream, a layer of seeded raisins, and a layer of ice cream to fill the glass. This makes a good winter parfait with a dash of cranberry syrup added. Top with a spray of raisins on the stem.

Raspberry Parfait.

A layer of vanilla ice cream, a layer of red raspberries, a layer of vanilla ice cream, a layer of black raspberries, a layer of vanilla ice cream to fill the glass; a five-layer parfait.

This made a "crackerjack" seller last season in a Broadway drug store at a good price. When you dispense a parfait like this you dispense something that no druggist on earth can surpass. A magnificent parfait in every respect.

Raspberry parfait may also be dispensed in three layers, using black or red raspberries with a dash of raspberry syrup over all.

Salad Parfait.

Make a fruit salad as follows: dates, ½ pound; pineapple, ½ pound; cherries, 1 pint; raisins, ½ pound; cocoanut, 4 ounces; preserved citron, 1 ounce. Seed the dates and raisins and mix and chop these ingredients. Add enough heavy syrup to enable you to work the mixture readily.

Serve a layer of ice cream, a layer of this fruit salad mixture and a layer of ice cream to fill the glass. Top with a cube of candied ginger. A very high-class parfait.

Strawberry Parfait.

A layer of vanilla ice cream, a layer of fresh, ripe strawberries and a layer of vanilla ice cream to fill the glass. Pour a dash of rich cream over the whole and top with a strawberry, preferably on the stem. This furnishes a fresh fruit parfait second to none. Using good cream and selected strawberries you can build up a reputation on this confection that will bring many customers to your soda fountain.

Streaked Strawberry Parfait.

A thin layer of vanilla ice cream, a layer of strawberries only one berry deep, then a thin layer of ice cream, a single layer of berries, and so on to fill the glass.

A Broadway druggist dispensed this parfait last season under the above name, and it made a beautiful parfait, also a trade-winner.

Violet Parfait.

A layer of strawberry ice cream, a layer of candied violets and a layer of chocolate ice cream to fill the glass. Sprinkle a few candied violets on top. An expensive parfait for wealthy people who are looking for something different.

Walnut Parfait.

Considered by many to be the king of nut confections. A layer of ice cream, a layer of chopped walnuts and a layer of ice cream to fill the glass. Top with whole nut meats.

SPECIAL DRINKS.

By special or "fancy" drinks we mean such mixtures as are made up from two or more syrups or other ingredients. In getting up such drinks it is not well to have too many ingredients. Three or

four are enough. If you have more the time taken in mixing the drink is apt to be too great to make it a desirable addition to your list of sellers. There are fancy drinks in use with as many as twelve ingredients. It is doubtful if such drinks make desirable sellers. The time taken for mixing is too long, and with so many ingredients one is apt to counteract another and sometimes a nondescript mixture is the result. On the other hand, in the case of a drink with only two or three ingredients, one ingredient is intended to bring out the fine points of another, and when this end is attained a pleasing blend is the result.

Experimenters should bear these things in mind. Special drinks offer a wide field to a dispenser who is inclined to experiment, and all druggists may well encourage experiments conducted along intelligent lines. You can not get up a good drink by throwing a lot of ingredients indiscriminately together. Chocolate will not go well with lime juice, but harmonizes nicely with coffee or vanilla, or with both. A dash of acid adds nothing to vanilla syrup, but added to a fruit syrup it will bring into greater prominence the distinctive flavor of the fruit. Such fundamental facts should be kept in mind when experimenting with special drinks.

The dispenser who gets up a good special drink has an asset. It will bring customers into the store, and it is something that other dispensers may find it hard to imitate. Such drinks make welcome additions to the list of sellers. Be cautious in putting a freak drink on your list. By this, we mean a drink which is only intended to sell for a short time. The trouble is that some few customers will continue to call for it, sometimes only to be obstinate, it would seem. You either have to turn these customers down or carry a special drink for the benefit of a few, under which circumstances it may not pay. Therefore, as a general rule, it is well not to add a drink to your list unless you expect to maintain it as a regular seller.

The name of a special drink usually means nothing in particular, and may be changed to suit conditions. A good name will sometimes sell a poor drink for a week or two, but it will not sell it indefinitely. A good name attached to a good drink, however, makes a strong combination. In dispensing, fancy drinks should be well mixed, not merely thrown together. A fair amount of care in mixing will bring ample reward in the excellence of the drinks and the resulting sales. In giving formulas for fancy drinks we have confined ourselves to such drinks as may be easily and quickly prepared, and containing only such ingredients as every druggist is likely to have at hand. We believe that such special drinks yield the best results.

Alice Rose.

One-half ounce strawberry syrup, one-half ounce peach syrup, one-half ounce rose syrup. Serve with cream and fill glass with plain soda, using fine stream freely. A drink for girls. May be served with ice cream, if desired.

Ambrosia.

One ounce raspberry syrup, one-half ounce lemon syrup, one-half ounce grape juice. Add shaved ice and fill glass with plain soda.

Serve solid. Garnish with a whole slice of orange placed across the top of the drink, with two straws thrust through the center of the orange. This makes a very effective way to dress various drinks that are served solid and do not contain cream.

American Girl.

One ounce chocolate syrup, one-half ounce coffee syrup, one-half ounce vanilla syrup, one ounce of cream. Fill glass with plain soda, using fine stream moderately. This makes a sweet drink and one containing the syrups most popular with young girls, hence its name.

Angostura Cooler.

One ounce orange syrup, one ounce pineapple syrup, a liberal dash of Angostura bitters. Add crushed ice and fill glass with plain soda. Serve solid. A drink popular with men.

Arctic Drift.

One-half ounce pineapple syrup, one ounce cherry syrup. Add crushed ice sufficient to half fill the glass, and finish with plain soda. Serve solid. Garnish with a slice of pineapple, or with candied cherries, using both, if desired.

Baltimore Flip.

One ounce orange syrup, one ounce pineapple syrup; add one egg and some shaved ice. Shake, strain and fill glass with plain soda, using fine stream moderately. Top with grated nutmeg.

Banana Favorite.

Banana syrup, one ounce and a half; vanilla ice cream, one portion. Add half a banana, slicing the banana in thin slices crosswise, and fill glass with plain soda, using fine stream freely.

Serve with an ice cream spoon.

Baseball Flip.

One ounce strawberry syrup, one ounce pineapple syrup, add one egg and some crushed ice. Shake, strain and fill glass with plain soda, using fine stream moderately. Top with powdered cinnamon.

Blackberry Sangaree.

Blackberry syrup, one ounce; grape juice, one ounce; juice of half a lemon. Add crushed ice and fill glass with plain soda.

Serve solid. Garnish with fresh blackberries, if same are in season. If not, use one whole slice of orange, with two straws thrust through its center. A cooling and delightful drink.

Broadway Sour.

One ounce lemon syrup, one-half ounce orange syrup, juice of half a lime, one dash acid phosphate. Add shaved ice and fill glass with plain soda. Serve solid. Garnish with a slice of lemon. A drink for men.

Bronx Sour.

Draw into a ten-ounce tumbler one ounce of simple syrup. Squeeze half a grapefruit into the glass and fill the glass with crushed ice. Now draw as much plain soda as the glass will accommodate. This combination is popular as a "bracer" before breakfast.

Catawba Sangaree.

One-half ounce lemon syrup, one-half ounce orange syrup, one ounce Catawba wine. Add plenty of crushed ice and fill the glass with plain soda. Serve solid. Garnish with slice of orange. If not sufficiently sweet to suit customer's taste, increase the amount of orange syrup. A sangaree, however, is not supposed to be very sweet.

Charlotte Russe.

One and a half ounces of peach syrup, one scoop of vanilla ice cream, one egg. Shake up egg and syrup with a little crushed ice, strain, add the ice cream and fill glass with plain soda, using fine stream freely. This makes a "fluffy" drink, in appearance somewhat like a charlotte russe, hence the name. A nice drink for ladies and children.

Cherry Cooler.

Cherry syrup, one ounce and a half; juice of half a lemon; grape juice, half

an ounce. Add shaved ice and fill glass with plain soda. Serve solid. Garnish with two whole cherries on toothpicks.

A drink popular with men.

Chocolate Lunch.

Chocolate syrup, one ounce and a half; malted milk, a heaping teaspoonful; one egg; cream, one-half ounce. Add a little shaved ice, shake, strain and fill glass with plain soda, using fine stream moderately. These "lunch" drinks are becoming very popular with both women and men, and are being featured extensively at many fountains.

Crackers and wafers go well with such drinks. A number of combinations are possible, but chocolate seems to be the favorite base. We can not get away from the fact that chocolate is the backbone of the soda water business.

Chocolate Mint.

Bruise a few sprigs of mint to get the flavor, add one ounce and a half of chocolate syrup, one scoop vanilla ice cream and fill glass with plain soda. Decorate with a spray of mint. A bowl of fresh mint makes an attractive addition to any soda counter. The mint looks cool and green and has a delightful fragrance.

Cider.

Sweet cider is a favorite with many people, and there are stores which do a very good business in this beverage alone. The druggist may well go after some of this trade, as it is easily handled and is trade which might not otherwise come to him. Keep the cider on ice and serve it moderately cold in small, thin glasses.

Claret Glacier.

Lemon syrup, one ounce; orange syrup, half an ounce. Add a large scoop of crushed ice, fill glass to within a short distance of the top with plain soda, and float one ounce of claret on top. Decorate with slice of pineapple or orange. A spray of fresh mint makes a pretty additional decoration. This drink calls for plenty of shaved ice.

Claret Sangaree.

Juice of half a lemon, juice of half an orange, teaspoonful powdered sugar; add two ounces of claret and shake these ingredients with some shaved ice. Strain and fill glass with plain soda.

Garnish with slice of orange and spray of fresh mint. A delightful, cooling drink.

Claret Julep.

Bruise a spray or two of mint in the bottom of a mixing glass and add a teaspoonful of powdered sugar. Fill glass to the brim with crushed ice, stirring the ice somewhat to dissolve the sugar in the water thus liberated. Then pour in as much claret as the glass will accommodate. Bunch several sprays of fresh mint and stick them at the side of the glass; they will be held in place by the crushed ice. Garnish with whole cherries, a slice of orange or other fruit. If the drink is not sweet enough to suit the customer, add a little more sugar. Slight practice will enable you to gauge the correct amount of sugar and turn out a drink that is just right. Do not bruise the mint too much. Just a slight crushing is sufficient.

Coffee Shake.

Coffee syrup, two ounces; milk, four ounces. Add shaved ice and shake thoroughly. Fill glass with plain soda, using fine stream moderately. A drink popular with coffee lovers, although some will not want quite so much syrup. A good coffee drink will win trade that will stick to you through thick and thin, for the true coffee lover thinks no coffee so good as his own favorite brand. Get him interested, and he will stick to you.

College Puff.

Chocolate syrup, one ounce; coffee syrup, one ounce; cream, one ounce. Whip white of one egg in separate glass, add to other ingredients, shake, strain and fill glass with plain soda, using fine stream moderately to give the drink a "fluffy" effect.

Cream Drinks.

The dispenser should bear in mind that cream drinks foam considerably and contain less plain soda than solid drinks. Two ounces of syrup in a cream drink will make the finished product much sweeter than when the drink is served solid.

Cream drinks should not be decorated with fruits or berries.

Egg Chocolate.

Chocolate syrup, one ounce and a half; one egg; cream, one ounce; a little more will improve the drink. Shake these ingredients with some shaved ice, strain and fill glass with plain soda, using fine stream moderately. This is a drink popular with ladies and is having a big run just now. If you haven't tried this drink as yet, give it a trial.

Egg Coffee.

Proceed as in mixing "Egg Chocolate," using coffee syrup as a base. A good seller.

Egg Combination.

Use a scant ounce of chocolate syrup mixed with a scant ounce of coffee syrup as a base, and proceed with the other ingredients as in mixing "Egg Chocolate." Or use a combination base consisting of one-half ounce vanilla syrup, one-half ounce chocolate syrup and one-half ounce coffee syrup.

Elysian Punch.

Juice of half an orange; pineapple syrup, one-half ounce; grape juice, one ounce and a half. Add plenty of shaved ice and plain soda to fill glass. If not sweet enough, add a little powdered sugar to suit taste of customer, or the amount of pineapple syrup may be increased. Garnish with sliced pineapple and fresh berries in season.

Fruit Punch.

Pineapple syrup, one ounce; raspberry syrup, one-half ounce; juice of half a lemon. Add plenty of shaved ice and fill glass with plain soda. Garnish with fresh fruit. Almost any combination of fruit syrups, with the addition of the lemon juice, may be served. A delightful, cooling drink.

A ripe strawberry, with the stem left attached, makes a beautiful addition in decorating a drink. Select for this purpose the finest berries and keep a bowl of powdered sugar at hand. Dip the berry in powdered sugar just before adding it to the drink, and try to place it on the ice, so that the sugar will not be too easily washed away. A touch of this kind will win you a reputation.

Ginger Ale Glacier.

Serve in a mineral tumbler, or tall, narrow glass. Fill glass nearly to the top with crushed ice and then pour in as much ginger ale as the glass will hold. A delightful way to serve ginger ale.

Ginger Ale Rickey.

Powdered sugar, one teaspoonful; juice of one lime. Add half a glass of shaved ice and fill tumbler with ginger ale. Serve in a mineral tumbler or special glass holding eight to nine ounces. A drink for men. These rickeys are popular with men.

Grape Fruit Bracer.

Squeeze half a shaddock or grapefruit, add one teaspoonful powdered sugar to the juice thus obtained, plenty of shaved

ice and fill glass with plain soda. Popular at some fountains as a morning "bracer." Gives the bitter-sweet effect of the grapefruit.

Grape Glacier.

Serve in a mineral tumbler or tall, narrow glass. Fill glass nearly to the top with crushed ice and then pour in as much grape juice as the glass will hold. A splendid way to serve grape juice.

Grape Goblet.

Serve in a stemmed goblet or large glass. One ounce pineapple syrup; three ounces grape juice. Add plenty of shaved ice and fill glass with plain soda. Garnish with sliced pineapple.

Grape Julep.

Bruise a spray of fresh mint slightly in the bottom of a glass, add one teaspoonful powdered sugar and a little shaved ice. Stir the ice until the sugar is dissolved in the water thus liberated; it will only take a minute. Then fill the glass with shaved ice and pour in three ounces of grape juice, filling up the glass with plain soda.

Garnish with a slice of orange or any fruit in season.

As the final touch group several sprays of fresh mint and stick this bunch of mint in the ice at the side of the glass. Simple syrup may be substituted for the sugar and gives a quicker process.

Another way to make a julep is as follows: Bruise the mint in the bottom of the glass, then fill the glass to the top with crushed ice packed rather tightly. Then pour in as much grape juice as the glass will accommodate and decorate with fruit and a bunch of mint.

These juleps make attractive novelties during the hot months. The mint is pleasing to the eye and the finished drink is very handsome.

Grape Lemonade.

Make an ordinary seltzer lemonade and float one ounce of grape juice at the top. No handsomer or more refreshing drink than this. Decorate with cherries or fresh berries in season.

Honey Drinks.

Strained honey may be served to advantage with special drinks.

One ounce of orange syrup with one ounce of strained honey makes a good combination. One ounce of pineapple syrup with one ounce of honey is another good blend. Add shaved ice and plain soda to fill glass. Mix by pouring, as honey is heavy and does not stir so easily as an ordinary fountain syrup. Do not serve too long a drink.

Iced Coffee.

This is growing rapidly into popular favor. Fill large glass with crushed ice and then pour in as much cold coffee as the glass will hold. Allow customer to sweeten to taste. Serve with crackers or wafers. A good drink to advertise.

Iced Tea.

Nothing better as a thirst quencher. Serve same as iced coffee, with the addition of a slice of lemon. Try to serve a product that will be light in color, not dark. A little care guarantees a superior drink and the profit is large.

Lime Lemonade.

Make an ordinary seltzer lemonade and add the juice of half a lime. A good drink, with an attractive name.

Lime and Pine.

Pineapple syrup, two ounces; juice of half a lime. Add shaved ice and fill glass with plain soda. Serve solid. Garnish with a slice of pineapple.

Minted Ginger.

Bruise a few sprigs of fresh mint; add two ounces ginger syrup, shaved ice, and fill glass with plain soda. Decorate with a small bunch of fresh mint. A little powdered sugar sprinkled on the mint adds to the appearance of the drink.

Nectarine.

One ounce peach syrup; one-half ounce vanilla syrup; one-half ounce strawberry syrup; one ounce fresh cream. Fill glass with plain soda, using fine stream moderately. A "fluffy" drink.

Peach Parfait.

Serve in a tall, narrow glass. One spoon crushed peaches, one spoon vanilla ice cream, one spoon crushed peaches, one spoon ice cream, to make four layers. Pour one ounce peach syrup over all. A splendid parfait. Serve with a small spoon. The parfait is getting to be very popular and is well worth a trial.

A layer parfait may be served in this manner with any crushed fruit which happens to be at hand, or with fresh fruits and berries in season.

Peche Melba.

Slice one ripe peach and place the slices in a sundae glass or small dish. Over these slices place one scoop vanilla ice cream.

Pour one ounce heavy peach syrup over all. A delightful confection, with an attractive name.

Root Beer in Steins.

A fine way to serve root beer. Place a large, clean cube of ice in a suitable bowl, and around this mass a quantity of crushed ice.

Bury your steins in this crushed ice and they will keep thoroughly chilled, besides forming a most attractive picture on a hot day. Bowls and steins in suitable sets are on sale by the various manufacturers.

A proposition of this kind will make business for you. Anybody can serve root beer, but if you will serve it in a distinctive manner like this, you can draw custom for many blocks.

Spa Sherbet.

One ounce grape juice, one ounce heavy pineapple syrup, juice of half a lime. Add plenty of shaved ice and fill glass with plain soda.

If you are using a light pineapple syrup, increase the quantity.

If mint is at hand, decorate with a spray of fresh mint.

Solid Drinks.

Solid drinks require a little more syrup to the tumbler than do cream drinks, which foam. Solid drinks may be decorated to suit the taste of the dispenser. Sliced or whole fruits, fresh berries, fresh mint, almost anything calculated to please the eye, makes a good decoration. Tasteful decorations win many customers, for, after all, it is often only in minor details that one druggist's soda differs from another's.

Square Lunch.

Various combinations are served under this name, which describes itself. A popular one consists of two ounces chocolate syrup, one egg, one ounce of cream, one teaspoonful of malted milk.

Shake these ingredients in a shaker with a little shaved ice, strain and add plain soda to fill glass, using fine stream moderately.

Tea, Moorish Style.

Fill tall glass with crushed ice and pour in as much fresh cold tea as the glass will accommodate. Take a spray of fresh mint and bruise it with lumps of sugar, which will impregnate the sugar

with the mint flavor. Sweeten the tea with these lumps of sugar and crown the glass with a spreading bunch of fresh mint.

Tea at the fountain has not received the consideration it deserves. It is one of the best of thirst-quenchers and pleases people who do not care very much for carbonated drinks. The dispenser should aim to catch all classes.

Tea Punch.

Make up four quarts of ordinary breakfast tea; add three lemons and one orange, sliced. Sweeten to suit. Place in bowl and add a large block of pure ice. Serve in tall glasses. This is a variation of iced tea, but a great drink, and a different way of serving never hurts.

Violetta.

One ounce orange syrup, one ounce violet syrup; add shaved ice and fill glass with plain soda. Decorate with sliced orange or other fruit.

Wonderade.

Juice of half an orange; juice of half a lemon; juice of half a lime. Add shaved ice and fill glass with plain soda. Sweeten to suit with powdered sugar. Garnish with slice of orange.

Advertising Special Drinks.

In connection with special drinks arises the important question of advertising the same. We can not impress upon dispensers too strongly the necessity of advertising special drinks. You must advertise special drinks if you expect to sell them. If you have a nice special drink your customers will often advertise it very effectively by word of mouth, passed along the line, and this is good advertising, the kind that will help build business for you. But you should not depend upon this kind of advertising alone. Supplement it in every way. Your regular customers know your special drinks, but your casual customers do not, and it is just this class that you are trying to reach. Your regular customers belong to you already; the casual customer is the one you are trying to annex.

Any customer is apt to walk in and call for chocolate soda, because every drug store is supposed to have chocolate soda constantly on tap, but no customer is likely to call for grape punch unless grape punch is being advertised. It would be manifestly unwise to make up a large quantity of grape punch and then wait for customers to come in and ask for it, without making it known to the general public that you had grape punch on sale. Take the public into your confidence. In fact, force your attentions upon the public. If you have a special drink let the public know it. Letter the front windows, paste up "snipes," post placards about the store, and put a notice on your bulletin board, if you have one. Keep the glad tidings constantly on display. Do not let the public get away from the fact that you have a certain special drink on sale. Shove the information concerning your soda fountain constantly under the public nose.

THE FOOD FEATURE.

It is not the province of this publication to discuss the question as to whether or not a druggist should serve food at the soda counter. This is purely an ethical question which each man must settle for himself, and every druggist, of course, has a right to settle it in his own way, in so far as his own business is concerned. If, however, you are interested in the food feature it is eminently proper that we inform you what is being done along these lines, or point out what may be done. There isn't any doubt in the world that a man who is

prepared to serve good food at a reasonable figure has a little bonanza, especially in these United States of America. Everybody eats, and nearly everybody eats lunch. Our quick-lunch emporiums are not a conspicuous success. In many of them the food is good, in many more the food is poor in quality and poorly served. In few of them is the food so good that it can not be improved with a slight application of ordinary common sense.

You do not need a patent process in order to turn out food which will please the public. Nearly any housewife can make a better sandwich than you can buy at a restaurant. Why? Because she exercises a little care, instead of slapping the sandwich out and hurling it at you. Any enterprising druggist is fitted to serve food in an acceptable manner. The druggist is supposed to keep the daintiest and cleanest of stores, and, as a rule, he does. Many butcher shops are clean, but their idea of neatness is to sprinkle sawdust on the floor. The druggist stands a good many notches higher than this position. He stands, in fact, at the very top, in so far as neatness and cleanliness are concerned. This gives the druggist great advantage in case he wants to take up the food feature. The druggist has another great advantage in that ladies are accustomed to coming into his store. A great many ladies will not go into any restaurant where intoxicating liquors are sold. A great many are timorous of all restaurants, unless they can find some place given up almost entirely to ladies alone, and there they flock. This scares off a certain percentage of the men, a very large percentage, in fact. The druggist seems to be about the only man who can catch all classes, and this gives him an advantage which he should not be slow to avail himself of.

Most people like to go into a drug store. They like the atmosphere of the place. They like the druggist's way of doing business. He is a sort of public benefactor, anyhow, and people generally think that he dispenses better stuff than anybody else. Should he take up the food feature, his good reputation extends to that, and he starts off with a following, where the restaurant man would have to build one. Now, should a druggist decide to take up the food feature, he should bear carefully in mind what is expected of him by the public. He is expected to serve dainty stuff, and right along these lines lie his chances of success.

Quality vs. Quantity.

The druggist should aim to make his service a little better than that of anybody else, and charge a little more for it, or a great deal more for it, if conditions so justify, for while a dime is twice as much as a nickel, it is only five cents more after all, and most people would rather pay it for good service. That is to say, the druggist, by making a sandwich 10% better, can easily get ten cents for what the restaurant or quick-lunch man retails for five. Do not figure too soon that your neighborhood is not a ten-cent neighborhood. The American people are great spenders, and it is one of our traits that the poorest of us can afford the best. Perhaps we are not altogether wrong. The best is generally the cheapest in the long run, and certainly anybody is justified in paying more for good food.

Passing along the docks, or in certain sections of almost any city, one will frequently see the sign:

THE LARGEST BOWL OF SOUP
IN TOWN FOR 5 CENTS.

This is the slogan where quantity has the call over quality, but the druggist is able to operate along other lines than

these. Quantity may appeal to a certain small class of men who do very hard work, and who are not very particular as to the quality of the food, but even here quality must be taken into account. The food must be fairly good, or the sales will drop off. Quantity is not everything. Any workman would rather have a small bowl of good soup than a large bowl of slops, and thus we see that quality can never be lost sight of. With the vast majority of people, quality probably reigns supreme. Once you convince them that you have the real goods, you can get their business. A druggist might well advertise:

THE SMALLEST BOWL OF SOUP IN TOWN FOR TEN CENTS—AND THE BEST.

The chances are that ad would get him more business than the other. Why? Because he is catering to people who would rather have a *good* bowl of soup than a *large* bowl of soup.

Now, here is a point that should be remembered. In the food line, quantity disgusts some people. There are people who will lose their appetite before a heaping plate of food, and there are even some who will become slightly nauseated under such circumstances. Few of us retain the hearty characteristics of our ancestors, or care to sit down before a whole roasted sheep. Set six oysters, daintily arranged on the half shell, before a man, and his appetite is delightfully stimulated. Set a quart of oysters before him, heaped in a bowl, and the chances are that his appetite will abruptly depart. Give a man a bowl of excellent soup, but containing more than he can eat, and he will almost certainly go away with the idea that the soup was of poor grade. Give him a six-ounce bowl of the same soup, and he will pronounce it to be the best in the world. The point is simple enough, and we have all had experience along these lines.

There was once a restaurant in one of our large Eastern cities which set out to make a feature of a fifty-cent lunch. The manager didn't really want to make any money on this lunch. He wanted to advertise his restaurant. Consequently he gave his customers the best possible lunch he could put up for the money, and he gave them a good lunch, too. The only mistake he made was in giving them too much of it. He was too lavish in his quantities, serving, in fact, just about twice as much as the average person would care to eat. The consequence was that his lunch was never a success, and he never succeeded in building up the class of patronage that he wished to reach.

This mistake is one which should be avoided carefully by those who cater to ladies. Our American women are not large eaters. The average woman wants something dainty to nibble at, but she doesn't care for a large sandwich or a big bowl of soup. It is better all around for the druggist to serve small quantities and serve them daintily, which will add little to the cost of his raw materials, rather than to serve huge quantities of stuff, which will be expensive, and which will build up but little trade. In dispensing hot soda it is particularly unwise to serve too much. A six or eight-ounce mug of beef tea is about as much as the ordinary customer cares to consume. Given that quantity, properly made and daintily served, the beef tea tastes good to the last drop, and the customer leaves the store with plasant recollections of your hot beef tea. But give a customer more beef tea than he can drink, and he will go away with the belief that there was something wrong with that beef tea. If he has judgment enough to realize the fact that the tea was all right, but that the quantity was too great, he may still

carry away some resentment because he was not given just the right-sized drink. It is always better to give them too little rather than too much.

Hot chocolate is another drink that kills the appetite if served in mugs that are too large. Clam broth is another. In fact, nearly all the hot drinks are in this class. The very appearance of a too-bountiful drink is apt to, and nearly always will, prejudice ladies against it. The feminine customer immediately exclaims: "What! Must I drink all that?" And after this your drink may be the finest in the world, yet win no approbation. We all know the woman who sets a bountiful table and who urges food upon you to such an extent that you are glad to escape with your life. Her food may be excellent, but you dislike to sit at her table, because it is almost impossible to escape until you are thoroughly gorged. Our half-savage ancestors used to like this sort of thing, but we have been getting away from it for several hundred years. Now the tendency is all the other way.

It is always well to keep an eye on the mugs and glasses that people leave upon your soda counter after ordering soda, hot or cold. If they are leaving several ounces in the bottom of the glass, either something is wrong with your soda, or you are giving them too much of it, which almost amounts to the same thing. Now it is certainly rather rough on a business man to lose business because he is giving his customers too much for their money. The proposition seems absurd, yet it confronts the druggist occasionally.

If you will look the restaurant field over in your own town, you will see that the people who are getting the prices are giving quality, not quantity. Anybody can give a big bowl of soup, but not everybody can dispense a good bowl of soup. Not how big, but how good—that should be your motto. Do not get the idea in your head that the big show places are getting all the business because they are show places. They get some business on this account, but they have to deliver the real goods to hold any great amount of business.

City, Town and Village.

It is a mistake for the druggist in the small town to take the ground that the food feature is all very well for the druggists of the large cities, where they are always trying new-fangled notions, but that it means nothing to him. Of course, if a druggist wants to argue himself out of having anything to do with the food feature, this argument is as good as any. But there is nothing new-fangled about the idea of people consuming food; they want it in city, town, and village alike, although conditions, of course, vary. A druggist never knows what he can do until he tries.

There may be excellent opportunities in the smaller towns. In a big city, of course, there is a down-town population which wants lunch, and this class gives the druggist his opportunity. But he has to divide the field with the restaurant man and with the quick-lunch emporium in all its infinite varieties. There may be a lunchroom in the small town: usually there is, and usually it is a very poor one. If such is the case, this gives the local druggist an excellent opportunity if he wants to take advantage of it. Take the case of a county seat, having court days, or other big days; or take the case of any town where there is a constant stream of farmers coming and going. The local hotel sets a dinner and a supper, but for lunch, or a bite at odd hours, the farmer has to depend upon the local lunchroom, which is usually a sad affair, often run in connection with a little candy store or some other struggling proposition.

These little lunchrooms are generally no credit to the town, and it would really be a benefit to the town if the local druggist would take this feature into his own hands. A great many druggists are doing this throughout the country, some of them putting in hot soda alone, and others installing a food feature in connection with the hot soda. It has always been an argument of those who are opposed to hot soda that it would never go in a small town, on account of being something new and something that the local population had never been accustomed to. This argument is daily being refuted by druggists who are trying hot soda where it has never been tried before, and who are reporting great progress. The American farmer is just as intelligent as anybody else, and you don't have to hit him with an axe to make him see a point. He is just as apt to take to hot soda as is the city man.

The very novelty of a thing will often carry it to success, and hot soda, sold in a town where it has never been sold before, will often sell better for that very reason. You never can tell what you can do until you try it out. Theorizing won't help you to grasp the situation any. We are not theorizing when we state that hot soda may be made a success in the small town, for numerous druggists are now reporting that they are making it a success. Some even report that the farmers, about whom they had been dubious, are supporting it even better than the town people. It is about time that we get the idea out of our heads that the farmer is a back number. Most farmers are right abreast of the times, and some farmers are ahead of the times. Many a farm house has its own electric-light plant and other conveniences not found in the average city home. Decidedly, the farmer knows a good thing when he sees it.

The druggist in the small town who thinks that only city people know anything about hot soda, and who therefore hesitates to put it in, need hesitate no longer. City people are almost daily being brought right to his door. Through what agency? Why, the automobile. The automobile is getting more popular every day, which means that more and more people are daily running out from the big cities and passing through the smaller towns. In some locations, this tendency is beginning to cut a tremendous figure in the druggist's affairs. If you have the right kind of a location, you may have a little bonanza here.

Last season the writer received a number of reports from druggists in small towns who had installed hot soda and also food features of various kinds, and some of these reports were little short of astounding. One druggist, for instance, was located in a sleepy little village of not more than six hundred inhabitants. It was one of these old, old gone-to-seed little places, and it certainly seemed foolhardy to try anything that smacked of progress in such a town. The inhabitants, according to the local druggist, had moss on their backs so deep that a herd of reindeer could pick up a good living and never wake an inhabitant up. But this little place was located midway between two very large cities, two cities of the very first rank.

There was a constant stream of automobile travel between these two cities, and some very wealthy people were accustomed to make the run. The druggist noticed that his cold soda business was picking up in summer, and he had judgment enough to realize that he was catering to high-class trade. Before long he was dispensing nut sundaes, and fine fruit novelties only to be found at the very largest soda fountains, and getting gilt-edged prices, too. The fame of his fountain went abroad, and before long

automobile parties were going out of their way to pass his store. Most of these people, you see, were out for pleasure; and people who are out for pleasure always have the price and are always willing to spend. If you do not believe this, tell us why a hole-in-the-wall on the Boardwalk at Atlantic City is able and willing to pay a rental of $6,000 per year. It's a sure thing; people who are out for pleasure are always willing to come up with the price.

It took the druggist in question, however, some time to tumble to the fact that he could sell hot soda in fall and winter, as well as cold soda in the summer months. It took him some time to realize that he could sell stacks and stacks of sandwiches all the year. It takes us a long time to get out of the rut. Here was a drug store which in theory had no chance in the world to make a success of a food feature, yet the automobile craze has enabled this store to put in food specialties which would be a credit to any drug store on Broadway. All this business is coming to a little drug store in a little bit of a sleepy village. But we must remember that the business was there for several years before the proprietor woke up. A great many druggists are beginning to realize that profitable food features may be installed under similar circumstances. If five hundred people are passing your store every day, and there is not a decent sandwich to be had for forty miles around—why can't you sell some sandwiches? The answer is very plain.

How to Market a Sandwich.

There are various ways of making a sandwich. Some dealers seem to try to turn out as unattractive a product as possible, but this is either because they do not know how to make a sandwich, or because they do not watch their help. If you grasp a roll firmly and bear down on it with a dull knife, you will eventually get it open, but there will be ragged edges, and the center of the roll will be reduced to a doughy mass. The fresher the roll the worse the result.

Bread crumpled up into a doughy mass will sometimes be rejected by a delicate stomach, and care should be taken to guard against this. It is pure carelessness, and will not be tolerated by a vigilant employer. Personally, the writer thinks that rolls or bread used for sandwiches ought to be at least twelve hours old, but there are some who will disagree with this. Bread right out of the oven is hardly suitable for sandwich use. Better results will be obtained if the bread is allowed to stand a while. The writer likes sandwiches made of bread twenty-four hours old, but this is a personal liking, and others may prefer fresher bread. Bread and rolls should be cut with a bread knife, a knife with some edge to it. Serrated edges seem to give good results. You can't cut bread with a dull knife, and as for rolls, it simply ruins them, as we have pointed out. A sandwich should be dainty. The bread should have sharp corners; it should be sliced, not chopped out. Just a little care here makes a tremendous difference in the appearance of your goods, and a consequent difference in their market adaptability.

Say the bread is cut. In some lunch rooms the next move is to spread on a suspicion of butter—a mere trace. A slice of meat is then cut of gold-leaf thinness, inserted, and the sandwich is complete. "Not how good, but how cheap," stands out all over it. Skimped in every detail, there is nothing appetizing in such a sandwich as this. It is neither pleasing to the eye nor gratifying to the palate. The one who has to eat it wants to bolt it and get it out of sight as quickly as possible, and that is generally what happens in a lunch room.

Now, suppose the butter is spread generously and tastefully, will not the sandwich be improved? Of course it will. Slice the meat so that the customer can really taste something. You do not want it cut too thick, as that would be going to another extreme, but you do want it to have some substance. These "shadow" sandwiches are popular with no class. By using a little more butter and a little more meat, you have improved the sandwich 100%. But you have also increased the cost. Ah, there's the rub. There is only one way to face this situation. The lunch-room man may skimp at every point, and thus turn out a sandwich which will show a margin of profit at five cents. But the minute you add a little butter and a little meat, the minute you turn out a really respectable sandwich, you wipe out your margin of profit. You can't skimp any further. Economy has reached its limit. What is to be done?

There is only one thing for the druggist to do. He probably can not cut the meat any thinner than can the lunch-room man, or spread the butter over a greater area.

The five-cent sandwich yields a profit, say, of one cent, or 25% on its cost. The druggist can not afford to get into a contest with the object of seeing what a cheap line of stuff he may turn out. It would be better for him to improve the sandwich, increasing the cost, and retail it for ten cents. If it costs him five cents, he has made a profit of 100% gross, and if it costs him six cents, he can still show 66% profit, which is much better than the 25% profit on five-cent goods. Remember, when the price is increased, the value should be increased. It is not fair to charge ten cents for a sandwich that other people are retailing for five. We have nothing to do, however, with the fairness of the proposition. We will make our statement even stronger—it is not good business policy to increase the retail price without also increasing values. People will soon catch on. To build business you must deal fairly.

Put more butter on your sandwich, more meat, introduce a lettuce leaf with a dab of dressing—these are the little points that count. Thus you can make your sandwich very much better without increasing the cost too much. For the extra pains you take, you get an extra percentage of profit. You are entitled to this. You take more trouble than the man who slaps a sandwich together and throws it at the customer. You take more trouble and you are entitled to more profit, according to the writer's views. You will find it no trouble to get more profit, whether you are entitled to it or not. This is what counts. People are not going to pay you more for a sandwich unless you put something more into it. You may cut your bread thinner than the five-cent man, actually give less bread, yet collect more money. You give less bread, but you put in more taste. Brains tell, and the man who mixes them with his products always gets bigger returns, whether he be making a sandwich or painting a picture.

Now, the point is raised that we have arbitrarily doubled the price of our sandwich. People won't stand for it—that is the fear. Will they stand for it, or won't they? You can easily find out. But do not increase price without increasing value, and then claim that the public would not stand for better goods. The American public generally wants the best, and the price doesn't figure if you can deliver the goods. We are young yet, perhaps we are extravagant, but most of us have mastered the lesson that the best is the cheapest in the long run. Particularly can we understand this in connection with food products. The American wants good food and is willing

to pay for good food, and he is right, for starving the body saves but little money and brings on a multitude of ills.

Breakfast at the Soda Counter.

A druggist having a down-town location in a section where there were many rooming houses got started in the breakfast business without any idea as to where he was going to wind up. He got to serving grape fruit to a young fellow who came in every morning. This young man brought in other young men; the druggist made something of a feature of his grape fruit, and before long he was serving twenty to thirty customers every morning. One day his original customer said to him: "If you will put in Tiptop Oats (naming a certain popular brand) you can get my entire breakfast order. All I want for breakfast is half a grape fruit, a bowl of oats and a cup of coffee. I get my grape fruit here, and then I go to a lunch room for my oats and my coffee. You can handle the business easily, and you might as well get my entire order. See?"

The druggist saw.

He put in the staple breakfast foods, a coffee urn, and was ready for breakfast business. The breakfast foods were very easily handled. They came in neat packages, and all that the dispenser had to do was to measure out a certain quantity and serve it with milk or cream. Coffee was just as easy to serve as soda water. The new features fitted right in with the general scheme of things, and no traditions were violently wrenched. The druggist didn't care so much for dispensing food. He had an idea that food should be retailed from a lunch room. But as for serving cereals and coffee, why, that wasn't exactly dispensing food. Don't you see? Anyhow, the breakfast business grew. More and more young men came in for grape fruit, and cereals, and coffee, and the business flourished like a green bay tree.

One day some young man suggested that a couple of boiled eggs, three-minute eggs, would hit him about right. There was a bowl of eggs on the counter, there for the purpose of serving egg phosphates or other egg drinks, and in an urn hot water was steaming merrily away. The customer argued that placing the eggs in the hot water for three minutes would not be violating professional ethics. The clerk was doubtful, but finally gave in. The proprietor decided that boiled eggs were within the rules, an after that boiled eggs were on the breakfast list. After this first step, other dishes were added one by one, until finally a short-order cook was installed, and now this drug store serves almost any dish that you can get at a lunchroom. A very large breakfast business is done. Eggs in their various styles, boiled, fried, poached, constitute the leader, but more ambitious dishes are also served. You can get corned-beef hash, hot cakes, or even waffles.

The cooking is done in a room above the store and a dumb-waiter service is maintained. By ten o'clock all breakfasts have been served, things are cleared away, and the regular soda-water business gets into full sway. No odor of cooking penetrates this store, for care is taken to avoid this; the food feature is conducted in a clean, high-class manner. The druggist was a little afraid at first that a food feature might crowd aside his soda business and cause the latter to fall off. The contrary has been the result, for the soda-water business has increased steadily day by day. This is always the case when an allied department is installed. The new department brings in people who drink soda, or it may be that the general activity stimulates the soda business. At any rate,

under such circumstances, the soda-water business always shows an increase.

Another druggist patterned after Druggist Number One to the extent of putting in the staple breakfast foods, those that may be served without cooking. This druggist, for various reasons, prefers not to install a cooking department. At the same time, he is willing to do what breakfast business he can, and he does do a very fair business in the staple cereals and more popular breakfast foods.

He has a menu card which reads as follows:

BREAKFAST BEVERAGES.

Tea	5c.
Coffee	5c.
Cocoa	5c.
Milk	5c.
Half-and-half	10c.

He serves boiled eggs in winter, as he has hot water already at hand, but he serves eggs in no other style. In summer he has a great run on fruit in season. When strawberries are in season this store serves for breakfast a very fine dish of strawberries with cream. The druggist, having made special arrangements with some shippers, gets a very fine grade of berries and sells them at his own price. He serves blackberries and raspberries in season, also fresh sliced peaches. He makes quite a specialty of these berries and fruits, and has a big following. He serves oranges all the year 'round, also sliced bananas.

Both these druggists claim that their fountains were not bringing in sufficient revenue during the early morning hours, and that it was consequently up to them to do something to stimulate trade. Their breakfast business is new business, and business which was formerly going elsewhere. In other words, out of exactly the same territory they have managed to extract some extra business. The man who was buying his grape fruit at the drug store and his cereal at a restaurant offers a good example. Now the druggist gets all his business and sells him a cup of coffee besides. The druggist has not gained a new customer; he is simply selling an old customer more stuff. This is good business; this is the way to do business. Your old customers know you. It may be that you can get them to increase their business more easily than you can reach out for new trade. At any rate, here is a case where that was accomplished.

The druggist who is paying $6,000 or more yearly rental for a store, and a small store at that, has to figure close to the cushion. These druggists will tell you that they can not afford to permit their fountains to be idle for even a few moments during the day. If there are dull hours it is up to them to find something to fill in. These druggists have found the food feature in all its phases a great help, and they have found the breakfast feature to be a particularly good thing to help pay rent. A druggist in a down-town section can not expect much soda business from seven to nine. He may do some business, but there is no reason why trade should be rushing in the early morning. Men who are hurrying to their offices are not likely to stop and drink soda, and the women have not begun to get down town at that hour. Things are dull at the fountain, and if a breakfast business can be built up it is just the thing to fill in those early morning hours. It does not interfere with the regular business, and it brings in brand new trade, dollars which might otherwise have flown by.

Lunch.

In running a food feature, with the down-town druggist the noon period is the most profitable. Lunch is his most prominent item. The up-town druggist

probably does better with hot soda and its kindred features throughout the afternoons or evening, for people in a home neighborhood do not go out to get lunch. But down town in our cities there are many thousand people who must be fed at lunch time. In some cities, one large office building will send out a thousand or more people at the lunch hour. This means business, plenty of business, for somebody, and the druggists are beginning to get their share. It was the down-town druggist, the man with a very heavy rent to meet, who started the lunch feature on a large scale. Druggists of this type would do a rushing soda-water business throughout the morning hours, but business would drop off about noon, and not pick up again until about 1:30 or possibly 2 o'clock. It was easy to see the cause of this—the lunch-rooms were getting the business, and they were also getting a very large business which the druggist never saw at all.

Take these immense cliff-like buildings that line the canyons of lower New York. At noon these buildings discharge myriads of human beings into the streets. So numerous are they that they resemble ants pouring forth from an ant-hill. All these people are in quest of lunch; they must be fed, and they must be fed in a hurry.

To cater to them is good business; it is quick business and cash business. The goods do not have to be delivered in wagons, nor do they even have to be wrapped. There are no frills required. It is quick business—the best kind of business. The down-town druggist got the idea that he ought to secure some of this excellent business which was daily flowing past his store. Particularly did this idea appeal to the man who was paying $6,000 or more each year in rent.

Such men have been known to declare that their fountains must be doing business every minute of the day; that there must be no idle moments—certainly none during the busy hour of noon. If people forsake soda for sandwiches, then the answer is easy—give them sandwiches. Some of these big drug stores now resemble lunch-rooms during the noon hour, but the customers are happy, the druggists are happy, and there is nobody to complain.

The lunch proposition is daily becoming more and more a factor in the soda water business. While light lunch fits in naturally with hot soda, there are many stores doing a nice hot soda business, which could not be increased materially by adding light lunch such as is a winner down town. The up-town store is located in a neighborhood of homes. People in such a locality are not likely to go to the drug store for a sandwich. It will pay the local druggist better to play up the novelty side of hot soda and to cater for afternoon and evening business. With him, four o'clock tea will probably make a better leader than the twelve o'clock sandwich. Lunch is a necessity down town. A druggist in a busy down-town section or on a transfer corner can go after the light lunch business and make some money at it. A great many people think everything tastes better in a drug store, and the druggist can get their custom every time. The druggist in the small town should not overlook the lunch feature, for in just such towns it is often difficult to get anything good to eat.

For the benefit of druggists who are contemplating adding light lunch to their soda water departments, we give a light lunch list now being used by one of our large Eastern drug stores. To the writer's mind there is nothing so interesting as that which is actually being done by a successful druggist. What man has

done man can do. Theory is all very well in its place, but if another druggist is actually making money out of a certain line the chances are that you can do the same thing. True, what goes in one locality does not always go in another section, but a list already in use by a successful druggist makes an excellent foundation to build upon.

The drug store in question offers the following:

Bouillons.

Beef .....10c.
Chicken .....10c.
Clam .....10c.
Oyster .....10c.
Tomato .....10c.
Tomato and beef.....10c.
Tomato and Clam.....10c.

These are served with two salted crackers or wafers to each cup of bouillon; also one olive. The olive is an added touch and is very popular with ladies. This little item has brought hundreds of ladies into the store. Other dispensers in the neighborhood now serve olives in the same manner, but this druggist was the first one to start it and he has held his trade. It is the little things that count. Small orders of olives are also served as desired.

Salads.

Potato .....15c.
Lettuce .....15c.
Chicken, full portion.....35c.
Chicken, small order.....20c.

Here we have the more popular salads. Lettuce sells to some extent, but chicken and potato salads are the best sellers everywhere. It is a good idea to advertise small orders or half portions for people who only want a bite. Five cents added to the price covers any waste in serving short orders, and even makes them more profitable in the long run.

Sandwiches.

Cheese .....10c.
Ham .....10c.
Salmon .....10c.
Sardine .....10c.
Tongue .....10c.
Chicken .....15c.
Minced ham and boiled egg. 15c.

Here we have the more popular sandwiches. These are all plain sandwiches, which may be made up cold. The only "fancy" touch lies in the minced ham and boiled egg sandwich, which is made of minced ham and hard boiled eggs chopped fine. While the dairy lunchrooms are selling ham sandwiches at five cents, the drug store we mention has no trouble in selling a daintier sandwich at ten cents. Quality, not quantity, is the slogan at this store.

Now there is nothing on this light lunch list that any dispenser can not easily handle. The bouillons come naturally under the regular hot soda supplies, the sandwiches may be made up easily, and the salads may be obtained from a caterer, and in quantities to suit.

To return to our light lunch list; the drug store in question also serves during cold weather cuts of mince, pumpkin, apple and lemon pie at ten cents a cut. In summer fresh fruit and berry pies are served. These pies are secured from a wholesale baker with a reputation for such goods.

This completes our list. There is nothing unusual about this list. It includes plain, substantial stuff, and all frills are eliminated. The store is doing a big business on light lunch, and also on soda water, but it isn't doing anything that a store with a similar location couldn't do. There is no mysterious secret about its success. No secret formulas contribute to the same. It is simply supplying good stuff and getting a fair price for it, and any dispenser who takes up the same proposition can probably make

a success in proportion to his opportunities.

Another druggist carries about the same line of staples as in the list we have just described, but he is located near a fashionable seminary and consequently adds a few "frills" to please the young ladies.

"These girls would not spend money for a ham sandwich," declares this druggist. "Ham sandwiches are too common to suit their romantic natures. They want something different."

Accordingly, he offers during the school term the following:

Sandwiches.

Cream cheese.....10c.
Chopped olive.....15c.
Chopped mixed nut.....15c.
Chopped mixed pickle.....15c.

Over a foundation of cream cheese are sprinkled chopped olives, or chopped mixed nuts, or chopped mixed pickles, to make the sandwich desired.

"This kind of stuff wouldn't appeal to a business man," remarks the proprietor of the store, "but the girls take to it like a duck takes to water. The girls have money to spend, they want to spend it, and I might as well allow them to spend it with me." This druggist is right. You have to give your people what they want. A chopped olive sandwich may not be very nourishing, but it is easy to prepare, shows a wide margin of profit at the price, and if the young ladies want them you may as well have them on sale. The girls are not alone in demnnding this "frilly" stuff. There are men also who want something different.

"These people do not really know what they want," one dispenser asserts. "They only know that they want something different from staple stuffs. Show them any sort of a novelty and you can get their trade." There may be something in this theory.

Still another druggist, in addition to his staple food supply, tries to run what he calls his "leader." One year his leader consisted of an oyster cocktail. He made it a point to pay a little more and to get a very high grade of oysters. He perfected a fine cocktail sauce. It contained the best ingredients, the horseradish was a trifle better than the ordinary grade, and so on down the line. Special glasses were purchased of neat design. This oyster cocktail was a leader in every sense of the word. It was something special. It was something that you couldn't get everywhere.

In addition to making it good, the druggist advertised it. He had up placards. He had reading notices in the daily papers. He pushed his oyster cocktail in every possible way. His customers also advertised it for him. The knowing young blade about town always likes to come in for a tidbit which can not be purchased elsewhere. He likes to bring in a friend; it stamps him as knowing his way about town. The druggist catered to this element, and to every element. His oyster cocktail got to be a well-known affair in that town, and is yet, although he has had other leaders from time to time.

The oyster cocktail was run during the winter months, and supplanted in summer by a crab cocktail, which was played up in turn. This druggist, realizing that the public is apt to tire of a specialty, does not try to run a specialty forever. Every year or two he evolves something new. His latest effort is a cold club sandwich, a sandwich containing a slice of cold ham, slice of cold chicken, slice of tomato in season, or a leaf of lettuce, with dressing over all. It is not hard to prepare, requires no cooking, and makes a cracking good seller at twenty-five cents. This druggist's field is somewhat

limited, because he does no cooking; all his dishes must be prepared cold. At the same time he does not lag behind the procession. He does as well with his cold club sandwich as some people would do with a hot club sandwich at the same price. The latter might really be better, but a good deal depends on how you push your goods.

Still another druggist with a complete lunch equipment, cooking department, everything complete, makes it his plan to bring out a leader for every day of the week. Monday he has fish-balls, Tuesday corned beef hash, and so on down the line. On Friday, he makes a grand splurge with clam chowder, and he keeps this up right along, although he switches his other dishes from time to time. This man has a reputation for clam chowder, and he draws custom for blocks and blocks. He sells gallons and gallons of clam chowder, which also advertises his store and boosts his general soda business in a most effective way.

We have cited here a number of plans for running a lunch feature. It is difficult to lay down a plan that will fit every case. Circumstances differ in the different cities, even in different sections of the same city. Every one of these plans has its good points, and every one of them is making business for some druggist. The man who is interested can look them over and possibly adapt one of them to his own needs, perhaps combine two or more of them, or in some way evolve something suitable to his own needs. It may be that he can think up something which will beat any of these plans. There is more in the lunch proposition than some druggists think. To go into it you do not have to start a cafe. Do not try to start too big. Start rather with a couple of good sellers, original features, if possible, and then add to them as your lunch business grows.

Afternoon and Evening Trade.

To get afternoon business, something in the way of a novelty probably makes the best appeal. People have to eat lunch, and a great deal of this business will came to you without any effort on your own part. But afternoon business is different. The elusive nickel must be coaxed from the customer's pocket then. The druggist with plenty of floor space for tables has the advantage when it comes to going after the afternoon business. Afternoon business comes principally from the ladies, and they like to take their time. You can not stand them before the counter in rows, wait upon them hurriedly, and then rush them away to make room for more customers. Neither can you change human nature. So it is better to make your preparations to cater to people as they are, rather than attempt to mold them to fit your own ideas.

One enterprising druggist noticed that his wife and her girl friends liked to get together over a jar of peanut butter, spread their own crackers, absorb tea, and gossip. He transplanted the idea bodily to his drug store. He made arrangements with a manufacturing concern to put up peanut butter for him in little pots. These pots retail for forty cents each, and the order includes a plate of salted wafers. These orders are served at little tables which seat four, and four little plates and four "spreaders" are served with each order. The druggist has paid some attention to getting up these accessories and has also gone to some expense. The china is dainty and of fairly good quality. The little spreaders are of silver plate of good grade, and are attractive. Tea comes extra, but is usually ordered, and is served in dainty pots. The idea is to serve everything so daintily as to cause special comment, and this idea is faithfully carried out to the last detail. The result

is that the ladies advertise this store by word of mouth, possibly the best advertising of all, and that a great business is done during afternoons. More business could be done if the ladies did not consume so much time at the tables, but the druggist realizes that this is a part of the game and wisely does not attempt to hurry them. He has plenty of floor space and has his tables arranged at the back of the room, where semi-privacy is secured. He is content to do a good business, and in this he is wise. Much of the charm of his plan lies in the fact that the ladies have plenty of time to sit and chat as they drink their tea. The time they thus consume naturally limits the number of customers that may be served during an afternoon, but the druggist figures his prices to provide for this. He gets a fair profit and he is content.

This druggist also serves marmalade in pots—very English, marmalade is—and several kinds of cheese. These things, of course, need not be put up in special pots, but the druggist in question thinks it helps his business to do this. You see, peanut butter may be secured anywhere, but these cunning little special pots can only be secured at a certain drug store. The ladies like them, and when they find that they must go to some trouble to get them they like them all the more. Human nature, as the philosopher says, is very human. If you can get a line on woman nature you can make some money. The idea we have described is a very good one, and is getting the business. Sandwiches are also sold, of course, as are all the fancy confections usually dispensed from a soda fountain. The fundamental idea of a bevy of girls grouped around a jar of peanut butter is, however, the basis of this excellent business scheme.

Tea, alone, makes a very good leader for catching afternoon trade. Tea may be served in single cups or in pots for two, three or more people. Tea served in pots is an excellent card to play up.

AFTERNOON TEA AT BLANKE'S.

This makes a very attractive sign to place in your window.

Decidedly, afternoon tea is a winning card. It sounds well, looks well, and makes a good feature all around. A wise business man was trying to explain this to a druggist friend.

"Go in for afternoon tea," he advised. "It makes a hit with fashionable people."

"But I have no fashionable people in my neighborhood," the druggist objected.

"Maybe not," was the reply, "but you have hundreds of people who would like to be fashionable."

It was even so. The druggist put in afternon tea, and very frequently you have to wait to secure a table at that store.

If you have a room which can be used for this purpose, a tea garden makes a very attractive feature, or if you can set aside part of your main room it will answer almost as well. A great many druggists are using this idea. Japanese tea gardens naturally have the call, as China and Japan are so closely associated with tea. But Russian and Persian tea gardens have also been noted from time to time. A Japanese tea garden is very easily fitted up and the expense is slight. All you need is a few Japanese parasols and a lot of lanterns, and this kind of stuff does not cost very much. Some artificial cherry blossoms will help give the proper "atmosphere." Almost any bright girl can get up an effective Japanese tea garden, and the expense will certainly not run very high.

One druggist of the writer's acquaintance has an apple orchard in which he serves tea. This consists of a room entirely covered with artificial apple boughs bearing artificial apple blossoms. This display, of course, cost some money,

as it had to be gotten up to order. But it is permanent, has lasted a long time and has been found most effective. Do not think because you are doing business in a small town that it is useless to adopt an idea of this sort. It may be that results in a small town will be much better than results in a large city. A large city, with its opera houses, theaters, concert rooms, picture galleries, and other attractions, offers hundreds of things to divert the public. Novelties abound on every side. There are wonderfully handsome stores and restaurants. A business man feels that he may have to spend several thousand dollars on a display, and then have his display fall flat.

For evening business it is well to play up the regular line of hot soda drinks as much as you can. Hot soda ought to sell steadily throughout the evening, especially during very cold weather. Tomato, chicken and the other soups make good leaders. Clam broth ought to make a good seller and should please the most fastidious. There are some people who can not drink beef tea, no matter how good the brand may be, or who imagine they can not drink it, which probably amounts to the same thing. Clam broth, however, is said to be grateful to the most delicate stomach. Hot lemonade makes a good leader to play up during the season when colds are prevalent. People usually want hot lemonade just before retiring, and this gives you a leader to feature for very late business. A good thing to remember, by the way, for nobody makes much of a try for late business. This might be a good card for an all-night drug store. There may not be very much of this late business, but it all helps.

After the theater there is generally a run on hot soda, and with a good novelty you can make a special appeal to this trade.

The oyster cocktail makes a very fine specialty for after-theater trade, and the club sandwich is another good specialty to play up. In these specialties there is a field which may be worked by some druggists with gratifying results. The point is this: a great many people like a bite after the theater, but do not care to sit down for a heavy meal. They may be amply able to afford a big meal, but really do not care for it at that late hour. Then there are other people who can not afford to pay for a big spread, but who would like a modest bite. The young man out making a splurge over his best girl may be willing to spend his money regardless of consequences, but the sensible young married couple would prefer not to do this. If you go into a restaurant, you can hardly get out for less than $1.50 for the most modest order for two people, and if the drug store can fix you up for eighty or ninety cents, you will have saved nearly half this bill. There is a field here for the wise druggist, and if he cares to work it, he can build up a following. The druggist in the heart of the theater section can build up some after-theater business by advertising his feature. He should have placards displayed and he may possibly advertise to advantage in the theater programs. The druggist on the edge of the theater district can get some of this business. The up-town druggist can get some of it, but he will have to take a different tack. We will say that the customer has to ride home on the street cars. Now, he may as well get his club sandwich at one end of the line as another. But it will be necessary to acquaint the neighborhood with the fact that the druggist is running an after-theater food feature, and that the store will be open for the accommodation of late patrons. This can be done by circularizing the neighborhood by means of placards and by word of mouth.

To Sum Up.

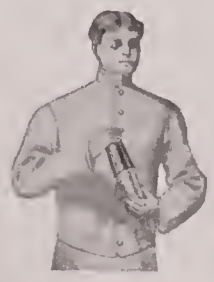
We repeat that we hold no brief for the food feature. Every druggist must decide for himself as to whether he wishes to install such a feature or not. A great deal of money is being made in this way by different druggists and by dispensers who are not druggists. One man who comes vividly to mind has piled up a fine fortune from his soda fountain alone. He never sold a drug or an ounce of candy in his life; he is neither a druggist nor a confectioner. He runs a big soda fountain with a food feature attached, and that is all he has ever run. He can draw his check for $50,000 today and not seriously tie up the bank account at that. He started with a little dinky soda fountain which he practically built himself.

A druggist went into one of our big New York drug store at the noon hour and surveyed the scene. Men were eating sandwiches, pie, drinking coffee and tea, and the hubbub was something notable.

"This doesn't look like a drug store," declared the visitor, "this looks like a lunch-room."

He spoke the truth. It did look like a lunch-room and nothing else; yet thirty minutes later it was the sedatest of drug stores again. This man pays all his working expenses from the profits of his food feature. This leaves his profits on other lines, and he has many of them, strictly net.

One druggist of the writer's acquaintance started his food feature by dispensing a good salmon sandwich, nothing more. The first day he opened one can of salmon; the second day two cans, and so on. We can not trace his progress step by step, but today he averages about fifty cans daily, and the business is still growing. And this salmon sandwich that he sells is only one of a dozen kinds. This is a very good way to start. Sandwiches served in this way from canned goods may be quickly made up, and you can soon gauge your trade and open only a sufficient number of cans to handle the rush. If a wet day comes along, you can put your canned goods back on the shelf, unopened, and are nothing out. It is not necessary to start big. Start rather with a few good sellers, and then add to them as your business grows. Start to build in this way and you may soon be surprised at the results.



Dispensers' Coats

WRITE FOR CATALOGUE

MARCUS RUBEN, Inc.

650 S. State Street Dept. 6 CHICAGO

The Soda Fountain Buyers' Guide

Druggists will find the subjoined Directory a source of continual assistance and convenience to them. Here is to be found, in alphabetical order and in readily referable form, a classified list of all the appurtenances and requisites connected with the Fountain and its administration, with the names and addresses of the leading manufacturers and dealers in the various commodities. When the druggist desires to order anything pertaining to the soda water business, from the Fountain itself down to paper napkins, all he has to do is to run his finger down this complete list, and instantly learn where his requirements may be satisfactorily supplied.

In the list are included the names of all those manufacturers and dealers in Soda Fountain Supplies whose advertisements appear in the **National Soda Fountain Guide,** and in view of the part which these manufacturers have contributed towards the success of the Volume, we would naturally be gratified if all who get a copy of the book, would give these manufacturers the preference in placing their orders.

ACCESSORIES, FOUNTAIN
See Fountains and Accessories.

ACID PHOSPHATE
Hurty-Peck & Co., Indianapolis, Ind.
Parke, Davis & Co., Detroit, Mich.
Schieffelin & Co., New York, N. Y.
Smith Co., J. Hungerford, Rochester, N.Y.
West India Mfg. Co., St. Louis, Mo.

ACID PHOSPHATE BOTTLES
Hance Brothers & White,Philadelphia,Pa.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
McKee Glass Co., Jeannette, Pa.
Whitall Tatum Co., Philadelphia, Pa.

APRONS, JACKETS AND COATS FOR DISPENSERS
Ruben, Marcus, Inc., Chicago, Ill.

BEEF EXTRACT
Armour & Co., Chicago, Ill.
Smith Co., J. Hungerford, Rochester, N. Y.

BIRCH BEER
See Birch Beer Extract.

BIRCH BEER EXTRACT
Bush & Co., W. J., New York, N. Y.
Hance Brothers & White,Philadelphia,Pa.
Hurty-Peck & Co., Indianapolis, Ind.
Magnus, Mabee & Reynard, New York, N. Y.
Smith Co., J. Hungerford, Rochester, N. Y.
West India Mfg. Co., St. Louis, Mo.

BOTTLE CAPS
See Syrup Bottle Caps.

BOTTLES
Acid Phosphate See Acid Phosphate Bottles.
Syrup. See Syrup Bottles.

BOTTLE WASHERS
Whiteman Mfg. Co., Canton, O.

BOUILLON CUBES
Armour & Co., Chicago, Ill.
Schieffelin & Co., New York, N. Y.

BOUILLONS
Armour & Co., Chicago, Ill.
Smith, J. Hungerford, Rochester, N. Y.

BOWLS
Cracked Ice. See Cracked Ice Bowls.
Cream. See Cream Bowls.
Crushed Fruit. See Fruit Bowls.
Lemonade. See Lemonade Bowls.
Punch. See Punch Bowls

BRUSHES, TUMBLER
See Tumbler Brushes.

BUTTERMILK COOLERS AND DISPENSERS
Allen Filter Co., Toledo, Ohio.

BUTTERSCOTCH SUNDAE
Cedar Rapids Candy Co., Cedar Rapids, Iowa.

CABINETS
Ice Cream. See Ice Cream Cabinets.

CANS
Ice Cream Packing. See Ice Cream Packing Cans.

CAPS
Syrup Bottle. See Syrup Bottle Caps.

CARAMEL
Bush & Co., W J., New York, N. Y.
Hance Brothers & White,Philadelphia,Pa.
Hurty-Peck & Co., Indianapolis, Ind.
Magnus, Mabee & Reynard, New York, N. Y.
Schieffelin & Co., New York, N. Y.
Smith Co., J. Hungerford, Rochester, N.Y.
West India Mfg. Co., St. Louis, Mo.
Williamson & Co., D. D., New York, N. Y.

CARBONATORS
Automatic Carbonator Co., Minneapolis, Minn.
Fountain Specialty Co., Grand Haven, Mich.
Green & Sons, Robt. M., Philadelphia,Pa.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Progressive M. & M. Co., Pana, Ill.
Puffer Mfg. Co., Boston, Mass.
Walrus Mfg. Co., Decatur, Ill.

CARDINAL CHERRY
Smith Co., J. Hungerford, Rochester,N.Y.

CELERY-VESCE
Century Chem. Co., Indianapolis, Ind.

CHAIRS, TABLES AND STOOLS
Celina Specialty Co., Celina, Ohio.
Fountain Specialty Co., Grand Haven, Mich.
Green & Sons, Robt. M., Philadelphia,Pa.
Walrus Mfg. Co., Decatur, Ill.

CHECKS
Soda. See Soda Checks.

CHERRY PHOSPHATE
Hurty-Peck & Co., Indianapolis, Ind.
Smith Co., J. Hungerford, Rochester, N. Y.
West India Mfg. Co., St. Louis, Mo.

CHIPPERS
Ice. See Ice Chippers.

CHISELS
Ice. See Ice Chisels.

CHOCOLATE
Armour & Co., Chicago, Ill.
Foote & Jenks, Jackson, Mich.
Hance Brothers & White,Philadelphia,Pa.
Hurty-Peck & Co., Indianapolis, Ind.
Huyler's, New York, N. Y.
Koko Food Co., Rochester, N. Y.
Pennsylvania Chocolate Co.,Pittsburg,Pa.
Smith Co., J. Hungerford, Rochester,N.Y.
Wilbur & Sons, H. O., Philadelphia, Pa.

CHOCOLATE PITCHERS AND POTS
Heisey & Co., A. H.,Newark, Ohio.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Rockford Silver Plate Co., Rockford, Ill.

CHOCOLATE URNS
Rowe, L. L., Boston, Mass.

CHOPPERS
Ice. See Ice Choppers.

CIDERS
Hurty-Peck & Co., Indianapolis, Ind.
Warner-Jenkinson Co., St. Louis, Mo.

CLAMS, MALTED
See Malted Clams.

CLARET PHOSPHATE
Smith Co., J. Hungerford, Rochester, N. Y.

COATS
Dispensing. See Aprons, Jackets and Coats.

COCOA
Armour & Co., Chicago, Ill.
Foote & Jenks, Jackson, Mich.
Hance Brothers & White,Philadelphia,Pa.
Hurty-Peck & Co., Indianapolis, Ind.
Huyler's, New York, N. Y.
Koko Food Co., Rochester, N. Y.
Pennsylvania Chocolate Co.,Pittsburg,Pa.
Smith Co., J. Hungerford, Rochester, N. Y.
Wilbur & Sons, H. O., Philadelphia, Pa.

COCOA BUTTER
Pennsylvania Chocolate Co., Pittsburg, Pa.

COCA-COLA
Coca-Cola Co. Atlanta. Ga.

COFFEE EXTRACT
Abelsen & Scott, Providence, R. I.

COFFEE FLAVOR, ARABIAN
Abelsen & Scott, Providence, R. I.

COFFEE URNS
Major Mfg. Co., New York.

BUYERS' GUIDE—Continued.

COLORING FOR FRUIT SYRUPS
Abelsen & Scott, Providence, R. I.
Armour & Co., Chicago, Ill.
Bush & Co., W. J., New York, N. Y.
Hance Brothers & White,Philadelphia,Pa.
Hurty-Peck & Co., Indianapolis, Ind.
Magnus, Mabee & Reynard, New York, N. Y.
Schleffelin & Co., New York, N. Y.
Smith Co., J. Hungerford, Rochester,N.Y.
West India Mfg. Co., St. Louis, Mo.

CONE HOLDERS
See Ice Cream Cone Holders.

CONE MACHINES
See Ice Cream Cone Machines.

CONE OVENS
See Ice Cream Cone Ovens.

CONES
Ice Cream. See Ice Cream Cones.

COOLERS
Buttermilk. See Buttermilk Coolers and Dispensers.
Grape Juice. See Grape Juice Coolers and Dispensers.
Iced Tea. See Iced Tea Coolers and Dispensers.
Milk. See Milk Coolers.
Orangeade. See Orangeade Coolers.
Tea. See Ice Tea Coolers.

CORKSCREWS AND PULLERS
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Whitall Tatum Co., Philadelphia, Pa.

COUNTER DRAFT STANDS
Fountain Specialty Co., Grand Haven, Mich.
Green & Sons, Robt. M., Philadelphia, Pa.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Progressive M. & M. Co., Pana, Ill.
Walrus Mfg. Co., Decatur, Ill.

CRACKED ICE BOWLS
Armour & Co., Chicago. Ill.
Helsey & Co., A H., Newark, Ohio.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
U. S. Glass Co., Pittsburg, Pa.

CRACKER DISHES
Heisey & Co., A. H.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
U. S. Glass Co., Pittsburg, Pa.

CREAM BOWLS
Fulton-Bell Co., New York, N. Y.
Heisey & Co., A. H., Newark, O.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
U. S. Glass Co., Pittsburg, Pa.

CREAM COOLERS
Allen Filter Co., Toledo, O.

CREAM PITCHERS
Heisey & Co., A H., Newark, Ohio.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
McKee Glass Co., Jeannette, Pa.
U. S. Glass Co., Pittsburg, Pa.

CREAM WHIPPERS
Fulton-Bell Co., New York, N. Y.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.

CRUSHED AND WHOLE FRUITS
Armour & Co., Chicago, Ill.
Foote & Jenks, Jackson, Mich.
Hurty-Peck & Co., Indianapolis, Ind.
Smith Co., J. Hungerford,Rochester,N.Y.
Victoria Fruit Products Co., Brooklyn, N. Y.

CRUSHERS
Ice. See Ice Crushers.

CUPS
Sundae. See Sundae Cups.

CUTTERS
Ice Cube See Ice Cube Cutters.

DISHERS
Ice Cream. See Ice Cream Dishers.

DISHES
Cracker. See Cracker Dishes.
Ice Cream. See Ice Cream Dishes.

DISHER SCRAPERS
See Ice Cream Disher Scrapers.

DISINFECTANTS
Washburn Purizone Co., Providence, R. I.

DISPENSERS
Drink. See Drink Dispensers.
Ice Cream Cone. See Ice Cream Cone Dispensers.
Straw. See Straw Dispensers.

DISPLAY SODA WATER TABLE
Bangs Drug Fixture Co., Boston, Mass.
Fountain Specialty Co., Grand Haven, Mich.
Progressive M. & M. Co., Pana, Ill.

DRAFT ARMS
Fountain Specialty Co., Grand Haven, Mich.
Green & Sons, Robt. M., Philadelphia, Pa.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Progressive M. & M. Co., Pana, Ill.
Puffer Mfg. Co., Boston, Mass.
Walrus Mfg. Co., Decatur, Ill.

DRAFT TUBE, Patent Soda.
Green & Sons, Robt. M., Philadelphia, Pa.
Puffer Mfg. Co., Boston, Mass.

DRINK DISPENSERS
Allen Filter Co., Toledo, O.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa
Multiplex Faucet Co., St. Louis, Mo.

EGG BOWLS
McKee Glass Co., Jeannette, Pa.

ELECTRIC DRINK MIXER
Fulton-Bell Co., New York, N. Y.
Progressive M. & M. Co., Pana, Ill.

ESSENCES
Fruit. See Fruit Essences.

ESSENTIAL OILS
Bush & Co., W. J., New York, N. Y.
Hurty-Peck & Co., Indianapolis, Ind.
Lueders & Co., Geo., New York N. Y.
West India Mfg. Co., St. Louis, Mo.

EXTRACTS
Beef. See Beef Extracts.
Birch Beer. See Birch Beer Extract.
Coffee. See Coffee Extract.
Flavoring. See Flavoring Extracts.

FLAVORING EXTRACTS
Armour & Co., Chicago, Ill.
Bush & Co., W. J., New York, N. Y.
Hance Brothers & White,Philadelphia,Pa.
Hurty-Peck & Co., Indianapolis, Ind.
Magnus, Mabee & Reynard, New York, N. Y.
Parke, Davis & Co., Detroit, Mich.
Puffer Mfg. Co., Boston, Mass.
Schleffelin & Co., New York, N. Y.
Smith Co., J. Hungerford, Rochester,N.Y.
West India Mfg. Co., St. Louis, Mo.

FOAM PREPARATIONS
Armour & Co., Chicago, Ill.
Bush & Co., W. J., New York. N. Y
Hance Brothers & White,Philadelphia,Pa.
Magnus, Mabee & Reynard, New York, N. Y.
Schleffelin & Co. New York, N. Y.
Smith, J. Hungerford, Rochester, N. Y.
West India Mfg. Co., St. Louis. Mo.

FOUNTAIN ROCKERS
Fountain Specialty Co., Grand Haven, Mich.
Progressive M. & M. Co., Pana, Ill.
Puffer Mfg. Co., Boston, Mass.
Walrus Mfg. Co., Decatur, Ill.

FOUNTAINS AND MECHANICAL ACCESSORIES
Fountain Specialty Co., Grand Haven, Mich.
Green & Sons, Robt. M., Philadelphia, Pa.
Fulton-Bell Co., New York, N. Y.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Marsh Automatic Soda Fountain Co., Detroit, Mich.
Progressive M. & M. Co., Pana, Ill.
Western Cabinet & Mfg. Co., Kansas City, Mo.
Walrus Mfg. Co., Decatur, Ill.

FOUNTAINS, SEALED
Puffer Mfg. Co., Boston, Mass.

FOUNTAIN SUPPLIES
Allen Filter Co., Toledo, O.
Fountain Specialty Co., Grand Haven, Mich.
Lock Stub Check Co., Brooklyn, N. Y.

FREEZERS
Ice Cream. See Ice Cream Freezers.

FRUIT BOWLS
Bush & Co., W. J., New York.
Heisey & Co., A. H., Newark, Ohio.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
McKee Glass Co., Jeannette, Pa.
Progressive M. & M. Co., Pana, Ill.
Puffer Mfg. Co., Boston, Mass.
Rockford Silver Plate Co., Rockford, Ill.
Tarentum Glass Co., Tarentum, Pa.
U. S. Glass Co., Pittsburg, Pa.
Whitall Tatum Co., Philadelphia, Pa.

FRUIT ESSENCES, ARTIFICIAL
Bush & Co., W. J., New York, N. Y.
Hance Brothers & White,Philadelphia,Pa.
Magnus, Mabee & Reynard, New York, N. Y.
Puffer Mfg. Co., Boston, Mass.
West India Mfg. Co., St. Louis, Mo.

FRUIT ESSENCES, NATURAL
Hance Brothers & White,Philadelphia,Pa.
Hurty-Peck & Co., Indianapolis, Ind.
Magnus, Mabee & Reynard, New York, N. Y.
Schleffelin & Co., New York, N. Y.

FRUIT JUICES
Armour & Co., Chicago, Ill.
Bush & Co., W. J., New York, N. Y.
Hance Brothers & White,Philadelphia,Pa.
Schleffelin & Co., New York, N. Y.
Victoria Fruit Products Co., Brooklyn, N. Y.

FRUIT LADLES
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Puffer Mfg. Co., Boston, Mass.
Whitall Tatum Co., Philadelphia, Pa.

FRUIT RIPES
Hance Brothers & White,Philadelphia,Pa.

FRUITS
Crushed. See Crushed and Whole Fruits.
Whole. See Crushed and Whole Fruits.

FRUIT SYRUPS
Armour & Co., Chicago, Ill.
Foote & Jenks, Jackson, Mich.
Hance Brothers & White,Philadelphia,Pa.
Hurty-Peck & Co., Indianapolis, Ind.
Schleffelin & Co., New York, N. Y.
Smith, J. Hungerford, Rochester, N. Y.

GELATIN FOR ICE CREAM
Hurty-Peck & Co., Indianapolis, Ind.
Warner-Jenkinson Co., St. Louis, Mo.

GINGER ALE
Hurty-Peck & Co., Indianapolis, Ind.
Smith Co., J. Hungerford, Rochester, N. Y.

GINGER ALE BOTTLE HOLDERS
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.

GLACES
See French Fruit Glaces.

GLASSES
Ice Cream. See Ice Cream Dishes.
Sherbet. See Sherbet Glasses.
Soda. See Tumblers.

GLASS HOLDERS.
See Tumbler Holders.

GOLDEN ORANGEADE
Smith, J. Hungerford, Rochester, N. Y.

GRAPE JUICE
Armour & Co., Chicago, Ill.
Foote & Jenks, Jackson, Mich.
Fremont Grape Juice Co., Fremont, O.
Hance Brothers & White,Philadelphia,Pa.
Naboth Vineyards, Brocton, N. Y.
Smith Grape Juice Co., J. Hungerford, Rochester, N. Y.
Welch Grape Juice Co., Westfield, N. Y.

GRAPE JUICE COOLERS AND DISPENSERS.
Allen Filter Co., Toledo, O.
Perfection Cooler Co., Stoughton, Mass.

GRAPE SYRUP
Hurty-Peck & Co., Indianapolis, Ind.
Smith Co., J. Hungerford, Rochester, N. Y.

HOLDERS
Glass and Tumbler. See Tumbler Holders.
Ice Cream Cone. See Ice Cream Cone Holders.
Menu Card. See Menu Card Holders.
Napkin. See Napkin Holders.
Spoon. See Spoon Holders.
Straw. See Straw Holders.
Towel. See Towel Holders.

HOT SODA URNS
Armour & Co., Chicago, Ill.
Fulton-Bell Co., New York, N. Y.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Rowe, L. L., Boston, Mass.
Smith Co., J. Hungerford, Rochester, N. Y.

ICE BREAKERS
Machines. See Ice Crushers.

ICE CHISELS
Green & Sons, Robt. M., Philadelphia, Pa.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.

ICE CHOPPERS
Reinhold Mfg. Co., Detroit, Mich.

ICE CREAM BRICK TANKS.
Chocolate Cooler Co., Grand Rapids, Mich.

ICE CREAM CABINETS
Chocolate Cooler Co., Grand Rapids, Mich.
Doering & Son, C., Chicago, Ill.
Fountain Specialty Co., Grand Haven, Mich.
Green & Sons Robt. M., Philadelphia, Pa.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Progressive M. & M. Co., Pana, Ill.
Walrus Mfg. Co., Decatur, Ill.

BUYERS' GUIDE—Continued.

ICE CREAM CANS.
Chocolate Cooler Co., Grand Rapids, Mich.

ICE CREAM CONE HOLDERS
Heisey & Co., A. H.
McKee Glass Co., Jeannette, Pa.

ICE CREAM DISHERS
Green & Sons, Robt. M., Philadelphia, Pa.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Puffer Mfg. Co., Boston, Mass.

ICE CREAM DISHER SCRAPERS
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.

ICE CREAM DISHES
Green & Sons, Robt. M., Philadelphia, Pa
Helsey & Co., A. H., Newark, Ohio.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
McKee Glass Co., Jeannette, Pa.
U. S. Glass Co., Pittsburg, Pa.

ICE CREAM FREEZERS
Green & Sons, Robt. M., Philadelphia, Pa
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.

ICE CREAM LADLES
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Puffer Mfg. Co., Boston, Mass.
Whitall Tatum Co., Philadelphia, Pa.

ICE CREAM PACKING CANS
Chocolate Cooler Co.,Grand Rapids,Mich
Fountain Specialty Co., Grand Haven, Mich.
Green & Sons, Robt. M., Philadelphia, Pa.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Puffer Mfg. Co., Boston, Mass.

ICE CREAM POWDER
Abelsen & Scott, Providence, R. I.
Foote & Jenks, Jackson, Mich.
Smith, J. Hungerford, Rochester, N. Y
Warner-Jenkinson Co., St. Louis, Mo.

ICE CREAM SPOONS
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Puffer Mfg. Co., Boston, Mass.
Rockford Silver Plate Co., Rockford, Ill.
Whitall Tatum Co., Philadelphia, Pa.

ICE CRUSHERS
Green & Sons, Robt. M., Philadelphia, Pa.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Wharton, J. S. Lovering, Philadelphia, Pa.

ICE CUBE CUTTERS
Reinhold Mfg. Co., Detroit, Mich.

ICE PICKS
Green & Sons, Robt. M., Philadelphia, Pa
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Puffer Mfg. Co., Boston, Mass.
Whitall Tatum Co., Philadelphia, Pa.

ICE SHAVERS
Green & Sons, Robt. M., Philadelphia, Pa.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Reinhold Mfg. Co., Detroit, Mich.
Whitall Tatum Co., Philadelphia, Pa.

ICE SHREDDERS
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Puffer Mfg. Co., Boston, Mass.

ICED TEA COOLERS AND DISPENSERS
Allen Filter Co., Toledo, O.

INSTANTANEOUS HOT COCOA
Koko Food Co., Rochester, N. Y.

JACKETS
Dispensing. See Aprons, Coats and Jackets.

JARS
For Straws. See Straw Holders.
Stoneware. See Stoneware.

JUICES
Fruit. See Fruit Juices.
Grape. See Grape Juice.
Lime. See Lime Juice.

KNIVES
Lemon. See Lemon Knives.

KOKO
Hance Brothers & White,Philadelphia,Pa.

KOKO-KAKS
Koko Food Co., Rochester, N. Y.

LADLES
Fruit. See Fruit Ladles.
Ice Cream. See Ice Cream Ladles.
Punch. See Punch Ladles.

"LEMONADES"
Tarentum Glass Co., Tarentum, Pa.

LEMONADE BOWLS
Heisey & Co., A. H., Newark, Ohio.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
McKee Glass Co., Jeannette, Pa.
U. S. Glass Co., Pittsburg, Pa.

LEMON AND LIME SQUEEZERS
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
McKee Glass Co., Jeannette, Pa.
Whitall Tatum Co., Philadelphia, Pa.

LEMON KNIVES
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Rockford Silver Plate Co., Rockford, Ill.

LIMEADE
Hance Brothers & White,Philadelphia,Pa.
Smith Co., J. Hungerford, Rochester, N. Y

LIME JUICE
Magnus, Mabee & Reynard, New York N. Y.

LIME JUICE AND KOLA
Parke, Davis & Co., Detroit, Mich.

LIQUID FRUIT ACID
Hance Brothers & White,Philadelphia,Pa.
Hurty-Peck & Co., Indianapolis, Ind.
Magnus, Mabee & Reynard, New York, N. Y.
Smith Co., J. Hungerford, Rochester, N. Y.

MACHINES
Ice Cream Cone. See Ice Cream Cone Machines.

MALO-CREME AND MALO-SCOTCH
White-Stokes Co., Chicago, Ill.

MALTED CLAMS
Armour & Co., Chicago, Ill.

MALTED MILK
Horlick's Malted Milk Co., Racine, Wis.

MALT, FRUIT
See Fruit Malt.

MAPLE FLAVOR
Bush & Co., W. J., New York, N. Y.
Henderson, Thos., New York, N. Y.
Hurty-Peck & Co., Indianapolis, Ind.
Magnus, Mabee & Reynard, New York, N. Y.
West India Mfg. Co., St. Louis, Mo.

MARSHMALLOW SHERBET
Foote & Jenks, Jackson, Mich.
Hurty-Peck & Co., Indianapolis, Ind.

MATS
Rubber Counter. See Rubber Counter Mats.

MENU CARD HOLDERS
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Rockford Silver Plate Co., Rockford, Ill.

METAL CEILINGS
Wheeling Corrugating Co., Wheeling, W. Va.

METAL POLISH
Hoffman, G. W., Indianapolis, Ind.
Hurty-Peck & Co., Indianapolis, Ind.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Puffer Mfg. Co., Boston, Mass.
Walrus Mfg. Co., Decatur, Ill.

MILK
Malted. See Malted Milk.

MILK CHOCOLATE
Pennsylvania Chocolate Co., Pittsburg, Pa.

MILK COOLERS
Allen Filter Co., Toledo, Ohio.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Puffer Mfg. Co., Boston, Mass.

MILK-SHAKERS (Machines)
Fulton-Bell Co., New York, N. Y.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.

MINERAL WATER SALTS, ARTIFICIAL
Armour & Co., Chicago, Ill.
Bush & Co., W. J., New York, N. Y.
Hance Brothers & White,Philadelphia,Pa.
Hurty-Peck & Co., Indianapolis, Ind.
Magnus, Mabee & Reynard, New York, N. Y.
Parke, Davis & Co., Detroit, Mich.

MUGS AND STEINS
Heisey & Co., A. H., Newark, Ohio.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
U. S. Glass Co., Pittsburg, Pa.

NAPKIN HOLDERS
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.

NAPKINS, PAPER
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.

NUT SHAVERS
Little Shaver Specialty Co., Cincinnati, Ohio.

NUT SPECIALTIES
Armour & Co., Chicago, Ill.
Smith Co., J. Hungerford, Rochester, N. Y.

OLIVE JARS
U. S. Glass Co., Pittsburg, Pa.

ORANGEADE
Abelsen & Scott, Providence, R. I.
Armour & Co., Chicago, Ill.
Hurty-Peck & Co., Indianapolis, Ind.
Smith, J. Hungerford, Rochester, N. Y.

ORANGEADE COOLERS
Allen Filter Co., Toledo, O.
Hance Brothers & White,Philadelphia,Pa.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Perfection Cooler Co., Stoughton, Mass.
Smith Co., J. Hungerford, Rochester, N. Y.

ORANGE, RED MESSINA
Hance Brothers & White,Philadelphia,Pa.

OVENS
Ice Cream Cone See Ice Cream Cone Ovens.

PERCOLATORS
Syrup. See Syrup Percolators.

PHOSPHATE
Cherry. See Cherry Phosphate.

PHOSPHATE AND BITTERS BOTTLES
McKee Glass Co., Jeannette, Pa.

PHOSPHATES, ACID
See Acid Phosphates.

PHOSPHATE SYRUPS
Armour & Co., Chicago, Ill.
Hance Brothers & White,Philadelphia,Pa.
Smith Co., J. Hungerford, Rochester, N. Y.

PICKS
Ice. See Ice Picks.

PINEAPPLE PRODUCTS
Hurty-Peck & Co., Indianapolis, Ind.
Smith Co., J. Hungerford, Rochester, N. Y.

PITCHERS
Chocolate. See Chocolate Pitchers.
Cream. See Cream Pitchers.
Root Beer. See Root Beer Pitchers.

POLISH
Marble. See Marble Polish.
Metal. See Metal Polish.

POTS
Chocolate. See Chocolate Pots.

PULLERS
Cork. See Corkscrews and Pullers.

PUMPS
Sink. See Sink Pumps.

PUNCH BOWLS
Heisey & Co., A. H., Newark, Ohio.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
McKee Glass Co., Jeannette, Pa.
Tarentum Glass Co., Tarentum, Pa.
U. S. Glass Co., Pittsburg, Pa.

PUNCH LADLES
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Rockford Silver Plate Co., Rockford, Ill.

PURIZONE
Washburn Purizone Co., Providence, R. I.

REFRIGERATORS
Doering & Son, C., Chicago, Ill.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Puffer Mfg. Co., Boston, Mass.
Walrus Mfg. Co., Decatur, Ill.

ROCHESTER ROOT BEER
Smith Co., J. Hungerford, Rochester,N.Y.

ROCK CANDY SYRUP
West India Mfg. Co., St. Louis, Mo.

ROOT BEER
Smith, J. Hungerford, Rochester, N. Y.

BUYERS' GUIDE—Continued.

ROOT BEER EXTRACT
Bush & Co., W. J., New York, N. Y.
Foote & Jenks, Jackson, Mich.
Hance Brothers & White,Philadelphia,Pa.
Hurty-Peck & Co., Indianapolis, Ind.
Magnus, Mabee & Reynard, New York, N. Y.
Parke, Davis & Co., Detroit, Mich.
Puffer Mfg. Co., Boston, Mass.
Smith Co., J. Hungerford, Rochester, N. Y.
West India Mfg. Co., St. Louis, Mo.

ROOT BEER PITCHERS
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
U. S. Glass Co., Pittsburg, Pa.

ROOT BEER TABLETS
Hance Brothers & White,Philadelphia,Pa.

RUBBER COUNTER MATS
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.

SALT AND PEPPER SHAKERS
McKee Glass Co., Jeannette, Pa.

SCOOPS
Ice Cream. See Ice Cream Scoops.

SCRAPERS
Ice Cream Dishers. See Ice Cream Disher Scrapers.

SEASONING SETS
Heisey & Co., A. H., Newark, Ohio.
Lippincott, Inc., A. H. & F. H., Philadelphia Pa.
McKee Glass Co., Jeannette, Pa.

"SELL MORE" BEVERAGE COOLERS AND DISPENSERS
Allen Filter Co., Toledo, O.

SERVING TRAYS
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.

SETS
Root Beer. See Root Beer Sets.
Seasoning. See Seasoning Sets.

SHAKERS
Milk. See Milk Shakers.

SHAKERS, DRINK
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Puffer Mfg. Co., Boston, Mass.
Whitall Tatum Co., Philadelphia, Pa.

SHAVERS
Ice. See Ice Shavers.

SHERBET CUPS AND GLASSES
Heisey & Co., A. H., Newark, Ohio.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
McKee Glass Co., Jeannette, Pa.
Tarentum Glass Co., Tarentum, Pa.
U. S. Glass Co., Pittsburg, Pa.
Whitall Tatum Co., Philadelphia, Pa.

SHOW CARDS AND SIGNS
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Smith Co., J. Hungerford, Rochester, N. Y

SHOW CASES
Walrus Mfg. Co., Decatur, Ill.

SHOW CASE SODA TABLES
Bangs, Drug Fixt. Co., C. H., Boston, Mass.
Celina Specialty Co., Celina, Ohio.
Fountain Specialty Co., Grand Haven, Mich.

SINK PUMPS
Bishop-Babcock-Becker Co., Cleveland, O.

SODA APPARATUS
Puffer Mfg. Co., Boston, Mass.

SODA CHECKS AND TICKETS
Lock-Stub Check Co., Brooklyn, N. Y.

SODA COCOA
Huyler's, New York, N. Y.

SODA DRAFT, Patent Lever
Green & Sons, Robt. M., Philadelphia, Pa.

SODA WATER DISPLAY TABLES
Fountain Supply Co., Grand Haven, Mich.

SODA WATER SPOONS
See Spoons for Soda Water.

SPICE SIFTERS
Heisey & Co., A. H.

SPOONS
Ice Cream. See Ice Cream Spoons.

SPOONS FOR SODA WATER
Fountain Supply Co., Grand Haven, Mich.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Puffer Mfg. Co., Boston, Mass.
Rockford Silver Plate Co., Rockford, Ill.
Walrus Mfg. Co., Decatur, Ill.

SPOON HOLDERS
Heisey & Co., A. H.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
McKee Glass Co., Jeannette, Pa.
Rockford Silver Plate Co., Rockford, Ill.
U. S. Glass Co., Pittsburg, Pa.
Whitall Tatum Co., Philadelphia, Pa.

SQUEEZERS
Lemon. See Lemon and Lime Squeezers.
Lemon and Lime Squeezers. See Lemon and Lime Squeezers.

STEEL FOUNTAINS
Puffer Mfg. Co., Boston, Mass.

STEERO BOUILLON CUBES
Schieffelin & Co., New York.

STEINS
See Mugs and Steins.

STOOLS, FOUNTAIN CHAIRS AND TABLES
Fountain Folding. See Folding Stools.

STORE FIXTURES
Walrus Mfg. Co., Decatur, Ill.

STRAINERS
Lemon. See Lemon and Lime Strainers.

STRAINERS FOR SHAKERS
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Puffer Mfg. Co., Boston, Mass.
Whitall Tatum Co., Philadelphia, Pa.

STRAW DISPENSERS
Coe Mfg. Co., New York, N. Y.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.

STRAW HOLDERS
Heisey & Co., A. H., Newark, Ohio.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
McKee Glass Co., Jeannette, Pa.
Puffer Mfg. Co., Boston, Mass.
Rockford Silver Plate Co., Rockford, Ill.
U. S. Glass Co., Pittsburg, Pa.

STRAWS
Coe Mfg. Co., New York, N. Y.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Stone Straw Co., Washington D. C.

SUNDAE CUPS, GLASSES AND GOBLETS
Heisey & Co., A H., Newark, Ohio.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
McKee Glass Co., Jeannette, Pa.
Puffer Mfg. Co., Boston, Mass.
Rockford Silver Plate Co., Rockford, Ill.
Tarentum Glass Co., Tarentum, Pa.
U. S. Glass Co., Pittsburg, Pa.
Whitall Tatum Co., Philadelphia, Pa.

SYRUP BOTTLE CAPS
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Puffer Mfg. Co., Boston, Mass.
Rockford Silver Plate Co., Rockford, Ill.

SYRUP BOTTLES
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
McKee Glass Co., Jeannette, Pa.
Puffer Mfg. Co., Boston, Mass.
U. S. Glass Co., Pittsburg, Pa.
Whitall Tatum Co., Philadelphia, Pa.

SYRUP PERCOLATORS
Hurty-Peck & Co., Indianapolis, Ind.
Whitall Tatum Co., Philadelphia, Pa.

SYRUPS
Fruit. See Fruit Syrups.
Grape. See Grape Syrup.
Phosphate. See Phosphate Syrup.
Rock Candy. See Rock Candy Syrup.

SYRUP TANKS
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.

TABLES
Soda Fountain,See Chairs,Tables & Stools.
Soda Fountain Display,See Display Tables.

TANKS, SYRUP
See Syrup Tanks.

TERPENELESS CITRUS CONCENTRATIONS
Foote & Jenks, Jackson, Mich.
Hurty-Peck & Co., Indianapolis, Ind.

TICKETS, SODA
See Soda Checks and Tickets.

TOPPINGS
White-Stokes Co., Chicago, Ill.

TOWEL HOLDERS
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.

TRAYS
See Serving Trays.

TUMBLER BRUSHES
Green & Sons, Robt. M., Philadelphia, Pa.
Heisey & Co., A. H.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Puffer Mfg. Co., Boston, Mass.
Whitall Tatum Co., Philadelphia, Pa.

TUMBLER HOLDERS
Green & Sons, Robt. M., Philadelphia, Pa.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Puffer Mfg. Co., Boston, Mass.
Rockford Silver Plate Co., Rockford, Ill.
Walrus Mfg. Co., Decatur, Ill.
Whitall Tatum Co., Philadelphia, Pa.

TUMBLERS
Green & Sons, Robt. M., Philadelphia, Pa.
Heisey & Co., A. H., Newark, Ohio.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
McKee Glass Co., Jeannette, Pa.
Progressive M. & M. Co., Pana, Ill.
Puffer Mfg. Co., Boston, Mass.
Tarentum Glass Co., Tarentum, Pa.
U. S. Glass Co., Pittsburg, Pa.
Whitall Tatum Co., Philadelphia, Pa.

TUMBLER WASHERS
Fountain Specialty Co., Grand Haven, Mich.
Green & Sons, Robt. M., Philadelphia, Pa.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Puffer Mfg. Co., Boston, Mass.
Rowe, L. L., Boston, Mass.
Tarentum Glass Co., Tarentum, Pa.
Walrus Mfg. Co., Decatur, Ill.
Whitall Tatum Co., Philadelphia, Pa.
Whiteman Mfg. Co., Canton, O.

URNS
Hot Soda, See Hot Soda Urns.
Hot Chocolate, See Hot Chocolate Urns.
Hot Coffee, See Coffee Urns.
Root Beer, See Root Beer Urns.

VANILLA BEANS
Magnus, Mabee & Reynard, New York, N. Y.
Warner-Jenkinson Co., St. Louis, Mo.
West India Mfg. Co., St. Louis, Mo.

VANILLA CONC. WITH TONKA
Parke, Davis & Co., Detroit, Mich.

VANILLA EXTRACT
Abelsen & Scott, Providence, R. I.
Armour & Co., Chicago, Ill.
Hance Brothers & White,Philadelphia,Pa.
Hurty-Peck & Co., Indianapolis, Ind.
Magnus, Mabee & Reynard, New York, N. Y.
Parke, Davis & Co., Detroit, Mich.
Smith Co., J. Hungerford, Rochester, N.Y.
Warner-Jenkinson Co., St. Louis, Mo.
West India Mfg. Co., St. Louis, Mo.

VIGORAL
Armour & Co., Chicago, Ill.

VIN-FIZ
Vin-Fiz Co., Chicago, Ill.

WATER COOLERS
Allen Filter Co., Toledo, O.

WATER FILTERS
Allen Filter Co., Toledo, O.
Lippincott, Inc., A. H. & F. H., Philadelphia, Pa.
Major Mfg. Co., New York, N. Y.
Sparta Mfg. Co., South Bend, Ind.

WILD CHERRY PHOSPHATE
Hurty-Peck & Co., Indianapolis, Ind.
Smith Co., J. Hungerford, Rochester, N. Y.
West India Mfg. Co., St. Louis, Mo.

"WUNDER WURKER" DRINK DISPENSER
Smith Co., J. Hungerford, Rochester, N. Y.

Pure Vanilla

WARNER-JENKINSON CO. RED SEAL TRADE-MARK

If you positively knew you could buy Vanilla the very best Vanilla on earth for $6.00 per gallon you would buy it at the above price. We will furnish you this very thing at the above price. We will furnish you this very thing at the above price. We will furnish you this very thing

Mr. Walrus says:

The laugh will be on **YOU** when buying a Soda Fountain if **YOU** do not insist upon

Syrup Pumps that are guaranteed for a lifetime.

The Walrus kind are.
They are Springless, Plateless, Dripless, Noiseless.

Insist upon

Detachable iceless ice cream cabinets.

A very important feature. They can be removed, if need be, for repairs. It represents high-grade construction.

Insist upon

Soda counters with "Built-up" returns.

They are very much stronger.
Afford more serving space.
No slopping over at ends from workboard.

Insist upon

Installed plumbing and electric wiring.

Walrus Soda Fountains save purchaser from $25.00 to $100.00 plumbers' and electricians' expense.

Insist upon

Long shallow syrup jars.

(One FULL Gallon Capacity.) Have largest area (the bottoms) exposed to the really cold part of the Ice Chamber, which means colder syrups.

Shallow jars are the easiest from which to dip Crushed Fruits.

Insist upon

Syrups and crushed fruits all in a row.

Crushed fruits in bowls set in the workboard are entirely out of place.

Insist upon

Lined and insulated marble counters.

Very important.

Prevents straining thru, and breaking of marble and adds to the economy of operation. Do not buy a skeleton marble counter. It has its faults. It is the cheapest kind of marble counter construction.

Insist upon

An "Eitherway" Soda Fountain.

By "EITHERWAY" we mean one that can be operated "EITHERWAY," Ice or Iceless, with not a screw to turn, a knob to twist, or the working-over of any parts in order to use it "EITHERWAY."

Walrus is the inventor and sole manufacturer of the "EITHERWAY." It's a BIG feature you can not afford to pass up.

Insist upon

Proper location of ice cream cabinets.

which is at the ends of the workboard. We place them in the center of the workboard, if you wish. Center placement is the cheaper—costs less to construct. We charge less, but the distribution of refrigeration is better where cabinets are located at ends of workboard.

Insist upon

High, roomy workboard.

Note the wide expanse and desirable height of Walrus workboard, not cut in two with cabinets and divided into short, unusable stretches.

SEE OPPOSITE PAGE.

Avoid

Elevated syrup jars.

The syrup jars should be on a level with the refrigeration line, not set high up above the refrigeration. Cold air will not rise.

Avoid

Initial cheapness in every particular.

It is invariably false economy.

Avoid

Soldered joints in metal work on workboards.

The acid contained in almost every soldering flux will eventually cause rusting at the joints, which is one reason so many Soda Fountain workboards break apart at the soldered joints. Another reason is that solder is a soft metal, and under a strain soldered joints easily pull apart. Walrus construction of Apparatus, Ice Cream Cabinets and Workboard coverings almost totally eliminate soldered joints. Large sheets of pure German Silver, too heavy to be worked by hand, are formed by stamping with powerful machinery, thus eliminating soldered joints and thin metal, which dents so readily. No other make of Soda Fountain has anything like such metal work as that on the Walrus fountain.

Avoid

A fountain sold by assemblers.

Assemblers buy parts from whatever source they can be obtained at the lowest figure. The maker's name does not appear on the parts. Soda Fountain parts are not standardized. History shows that assemblers come and go. If you buy an assembled fountain and the assembler fails, where can you get new parts to replace worn parts? Buy a fountain that is made entirely by a legitimate manufacturer. Look up the rating of the manufacturer to ascertain whether or not he is financially responsible for his guarantees.

Avoid

Buying experiments.

It requires years of experience on the part of a manufacturer to know how to build a reliable Soda Fountain. You would not go to your local blacksmith to make you an automobile, then why buy a home-made Soda Fountain?

Avoid

Misleading specifications.

The mere statement that a fountain has a German Silver workboard, an Onyx draft stand, a marble counter, or cork insulation, signifies nothing. There are many grades of each of these materials. Know what grade you are getting. Then, too, it requires skill to build something good from even good materials. For instance, you like bread and you know that it is made from flour, but if someone should give you a sack of flour, could you convert it into good bread? Oftentimes high-class materials are wasted by not being properly manufactured.

Read

38 reasons why.

These 38 reasons are Walrus specifications. Compare any other make of Soda Fountain with these specifications. You will then readily realize the vital features embodied in Walrus Soda Fountains, which features are not obtainable in any other make.

Read

This twice and don't forget it.

We have hundreds of calls to furnish Walrus Interiors to replace worn out, would-be-Soda Fountain interiors. Why? First-time buyers are generally influenced by pretty pictures and price or term baits, but Soda Fountains are like watches—it is the works that count. Learn something about the works, or apparatus, of a Soda Fountain, then possibly you won't have to buy a new interior long before a really good Soda Fountain would begin to even show wear.

Send

For our 1913 catalogs.

We are extensive manufacturers of Soda Fountains, Bank Fixtures, Store Fixtures, Show Cases, Cooling Rooms, Refrigerator Show Cases, Ice Cream Cabinets. Also write us about Bent Wood Furniture, Metal Furniture and Carbonators.

We have numerous distributers in all parts of the United States. Our product is on display in many cities. It is giving satisfaction to thousands of merchants in the United States, Canada, Mexico, Alaska, the Pacific Islands and Central America.

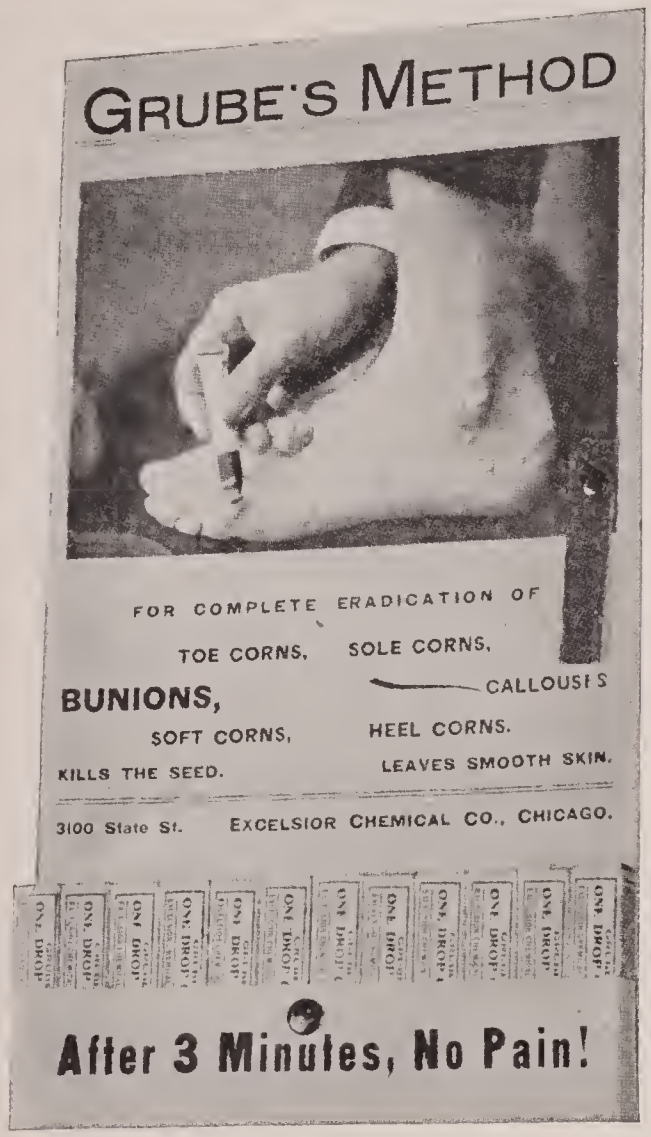
WALRUS MANUFACTURING COMPANY,

General Office and Factories, DECATUR, ILLINOIS, U. S. A.

ST. LOUIS	CHICAGO	KANSAS CITY
315 Market Street	233 W. Jackson Blvd.	424 W. Fifth Street

There is Money in "Grube's Method"

Cost $15.30 per Gross—Profit $20.70 per Gross



Display Card Easel—8x14 Inches
ATTRACTS INSTANT ATTENTION

RESULTS TO RETAIL DRUGGISTS

Selling Grube's Method One Drop Corn Remover

	Grosses	Time	Profit
Public Drug Co., Chicago	147	8 years	$3,042.90
S. A. Brown Pharmacy, 28-30 Fulton St., N. Y.	11	3 years	227.90
Keystone Pharmacy, Windber, Pa.	2	4 mos.	41.40
W. & W. Pharmacy, East Liverpool, O.	2	6 mos.	41.40
J. F. Bomm Drug Co., Evansville, Ind.	22	2 years	445.80
Vogeli Bros. Drug Co. Minneapolis, Minn.	24	3 years	496.80
W. N. Rehlaender, Lincoln, Neb.	7	18 mos.	144.90
E. Schneider & Co., San Diego, Cal.	39	2½ years	807.30
French Drug Co., Tacoma, Wash.	20	1 year	414.00
A. W. Rocher, Bozeman, Mont.	3	1 year	62.10
Kelly & Pollard, El Paso, Tex.	5	18 mos.	103.50
Miles City Drug Co., Miles City, Mont.	3	18 mos.	62.10

No "agents," "distributors" or "commission" accounts in above statement. They are all straight acceptances and paid for.

Grube's Method One Drop Corn Remover

Retails for 25 Cents : $1.50 Per Dozen
$18.00 Per Gross, less 15 per cent, $15.30

WITCH HAZEL BULLETS (Grube's) for Piles, Per Dozen $1.50

.....191....

EXCELSIOR CHEMICAL CO., 3100 State Street, Chicago:

Send.....gross GRUBE'S METHOD ONE DROP CORN REMOVER @ $18.00 less 15 per cent.
Will display the whole lot in window.

Ways and means with first order to make a successful sale.

.....

.....

APR 24 1913

If You Serve Chocolate Be Sure It's "Koko"

THE Soda Fountain is but an adjunct to the drug store. It is not and should not be made to appear as the main thing. The chief business of the pharmacist is to sell drugs. And soda water has been taken on as a side line and to "help out" the profits. But it can "help out" in this way not only directly but indirectly. The fountain can be made to attract other customers more in the line of professional pharmacy. It can be made the most effective of all advertisements for the strictly pharmaceutical part of the drug store.

If the flavors dispensed bear the Hall mark **"H. B. W."** and if the drinks are daintily and otherwise properly served, they will please the popular taste. They will strike the public as being made, as, indeed, they will be, of the very best and purest of materials. This will cast a favorable reflection upon your entire store.

It will not only bring reputation to your fountain, but will inspire confidence in you as a skillful and capable pharmacist. The people will buy their drugs of you and bring their prescriptions to your store to be filled.

In this way the soda fountain can be converted into the best possible advertisement for the purely pharmaceutical part of your business.

But to make it serve this useful purpose, you cannot afford to buy cheap materials. The best obtainable, only, should be employed; and thousands of druggists will testify that those of **Hance Brothers & White** can always be depended upon to come up to this high standard.

Our "Fruit Ripes" (Concentrated Syrups), our pure Fruit Juices and other soda water requisites are the result of long experience, the most approved methods of manufacture and the use of the most recent inventions and discoveries.

We have had fifty years of experience in determining what varieties of fruits are best, and it is from these only that our Syrups and Juices are derived.

Our **"KOKO"** (the trade name of our Soluble Fountain Chocolate) is a product of unusual excellence. It is manufactured from a blend of cocoa beans of the highest quality. It makes a peculiarly rich and finely flavored syrup, which does not grease the glasses or leave a disagreeable furry taste in the mouth.

There is no other exactly like it. There is none so good. It will please your customers and cause them to come back for more.

It will advertise your fountain and your store; therefore,

If You Serve Chocolate, Be Sure It's "KOKO"

THIS and our other products can be obtained from all jobbers, but we shall be glad to answer any inquiries regarding them. Our facilities for preparing soda water requisites are nowhere excelled. Philadelphia being the leading fruit market of the country, we are able to obtain at our very door all fruits in season, and in such quantities as to insure every advantage in the way of price and quality.

We are pioneers in supplying pure natural fruit flavors for the great American Soda Water Trade, and from the first have stood for the high standards which have established our reputation, and by these standards we shall continue to abide.

Specify "H. B. W." on your orders,
and in this way get the best

HANCE BROTHERS & WHITE - PHILADELPHIA, PA.